Registered at the G.P.O. as a newspaper

MAY 1st, 1953
9d. weekly 40 - a year

Furnishing World

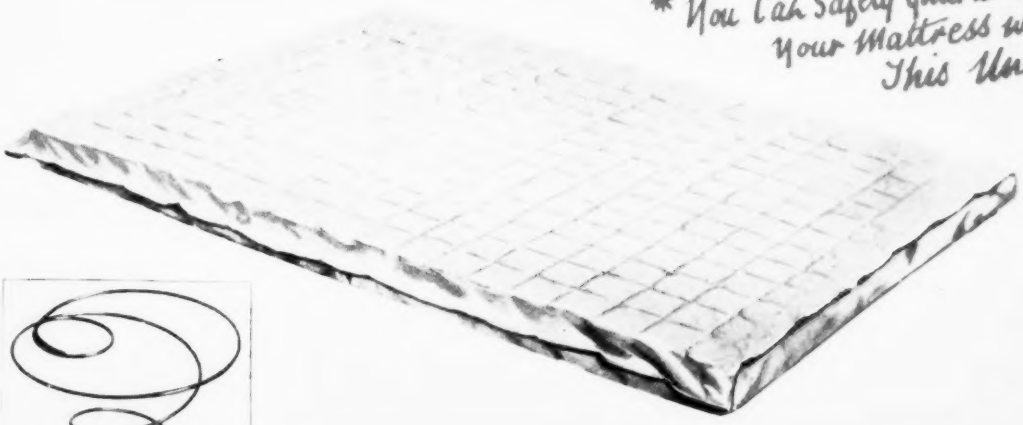
& FURNITURE, BEDDING AND UPHOLSTERY MANUFACTURER

NEW

"Soft Rest" spring interiors *

450 ELECTRICALLY TEMPERED SPRINGS IN FULL SIZE MATTRESS * TOP AND BOTTOM OF SPRING IN SEPARATE HESSIAN POCKETS

* You Can Safely Guarantee your Mattress with This Unit



This Double Cone "Soft Rest" Spring gives double "Carrying Area" because inner coils act as secondary support with no "Filling" Hollows

BAMFORD
SPRING INTERIORS LTD

LLWYNYPIA · GLAMORGANSHIRE · Telephone: Tonypandy 2147-8
Telegrams: Welsprung, Tonypandy

There's a pile of comfort in our carpets!

How a man falls for the deep, luxurious pile of a BMK! And who wouldn't! A BMK has a cushion-like comfort, a lively bounce, born of the tough, springy wool of the Scotch Blackfaced sheep. This wool is blended with other fine wools, and is woven on modern looms with traditional Kilmarnock skill. Axminsters, Chenilles, Wiltons, plain or patterned – whatever your taste, you'll find a BMK. The BMK label is a guarantee of honest-to-goodness carpet *value!* Look for it!

Mothproof For-ever!

All BMK carpets and rugs are made permanently mothproof. Even dry-cleaning, washing and wear-and-tear won't affect the mothproofing.

MOTHPROOF CARPETS AND RUGS BY BMK

BLACKWOOD MORTON KILMARNOCK

at *your* shop – they'll look for the BMK label!

This is one of a dominating series of lively, full-colour advertisements selling BMK value—hard! These advertisements will appear repeatedly in magazines with a total readership of many millions.

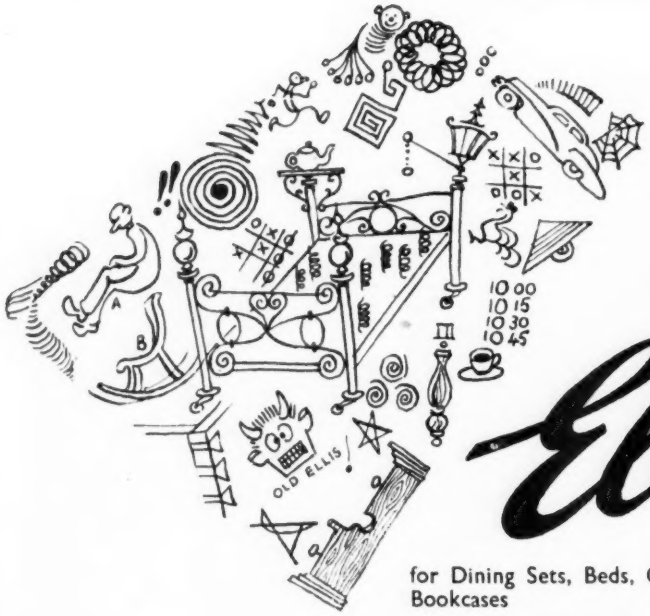
BLACKWOOD MORTON KILMARNOCK

Tax-free **'Douglas'**

Shrager are proud of the achievement behind this superbly-figured walnut suite. The traditional 'Masterpiece' standards of quality and workmanship have been fully maintained, but skilled design and production planning have made possible the presentation of the 'DOUGLAS' at a low price, free of all tax. Suite comprises: Dressing table: 4 ft. 3 ins. wide by 2 ft. deep. Wardrobe: 4 ft. wide. Gent's Robe: 3 ft. wide. Bed 3 ft., 4 ft., or 4 ft. 6 ins. Bedside cupboards and dressing stool to match. Photos and prices on request.

★ *Available also in medium oak as the 'OAKDENE' suite.*

SHRAGER BROS. LTD., EDMONTON, LONDON, N.18



A lot of thought..

(and after-sales service)

goes into the furniture made by

Ellis

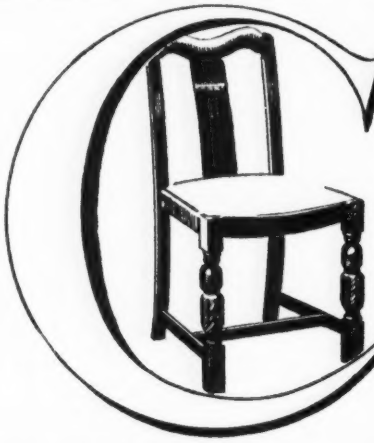
OF HUDDERSFIELD

for Dining Sets, Beds, Occasional Furniture, Kitchen Cabinets, Bookcases

CROWN WORKS
WAKEFIELD ROAD
HUDDERSFIELD

Telephone 4380

Chairs



Firesides
Nursing Chairs
Occasional Furniture

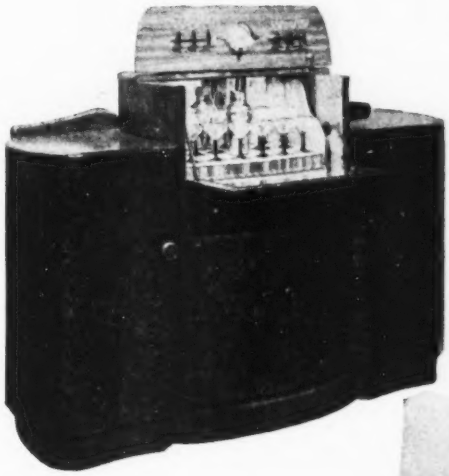
Tel. High Wycombe 394

W. DAVIS LTD

"LOAKES PARK CHAIR WORKS"

Suffield Road · HIGH WYCOMBE · Bucks

People are talking about the HARLEQUIN



. . . and no wonder, for this magnificent example of "Talent" craftsmanship possesses a high degree of sales appeal, both in quality and price.

The sideboard is 4' 9" long and is fully equipped with all cocktail accessories. Never before have walnut veneers of such individuality and elegance been used in a suite for the mass market.

The HARLEQUIN is unapproached by any other moderately-priced luxury suite available today.

Only "Talent" can offer you these great sales-making features.

The suite includes pedestal end fixed-top table, 4 fully-sprung chairs and 2 carvers or is available with any combination of table and chairs in the current "Talent" range, with upholstery in leathercloth or the new washable "Lustrette".

GOLD-ETCHED MIRROR COCKTAIL COMPARTMENT

AMPLE DRAWER AND CUPBOARD SPACE

ACCESSORIES (OPTIONAL) INCLUDE 18 GLASSES IN GAILY COLOURED FLORENTINE STYLE

. . . it's the new luxurious COCKTAIL DINING SET *by "Talent"*

F. H. MARSHALL & COMPANY LTD. AT RAYLEIGH, BLANTYRE & SOUTHEND

BAUM & SONS

HAVE YOU SEEN OUR NEW RANGE OF OAK AND WALNUT

DINING-ROOM SETS ?

IF NOT, THEY ARE OPEN TO YOUR INSPECTION AT OUR FACTORY OR WE WILL GLADLY SEND DETAILS ON APPLICATION

ENQUIRIES TO:— **315-317 Hackney Road, London, E.2**

Telephone: SHOreditch 6378 **and at 2c BOSTON STREET**

Plastahide & Varilon

MODERN & ECONOMICAL

UPHOLSTERY COVERING MATERIALS

In a wide variety of colourful shades, some printed a leather grain and some embossed.

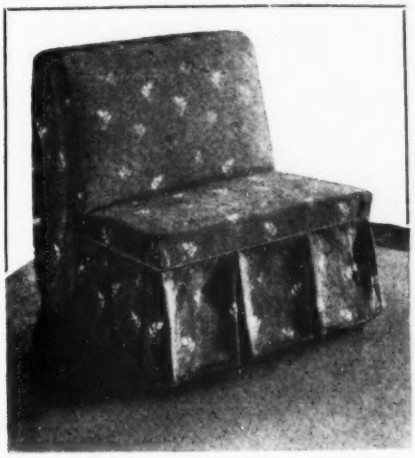
Ideal for Domestic and Hotel Furniture; Motor Vehicle and Boat Upholstery; Theatre, Restaurant, and all types of Public Seating; as well as for Hospital and Shower Curtains, Screens and Wall Panelling.

STOCK COLOURS — VARIOUS FINISHES
Cream, Brown, Orange, Tan, Yellow, Beige, Red, Maroon, Crimson, White, Black, Grey, Blue, Green.

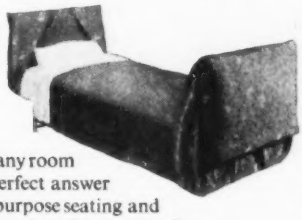
SAMPLES and FULL DETAILS on REQUEST

PLASTAHIDE (Coverings) LTD. DEPT. F
184-192 DRUMMOND ST., LONDON, N.W.1

This is something NEW!



The 'COUCHETTE' is sturdily built on a steel frame; both back and seat are fully sprung and it is available in a variety of tapestries and moquettes. The Spring Interior Mattress is upholstered with fibre padding and woollen mixture felt and is covered in Repp to tone with the exterior.



It will grace any room and is the perfect answer where dual-purpose seating and sleeping is required from one unit, whether permanently or occasionally.

Show your customers the sales winning 'COUCHETTE' now!

Designed to meet a specific need, the 'COUCHETTE' is a supersprung chair-for-two, convertible at a touch into a luxurious 3 ft. Divan, complete with Spring Interior Mattress.
The idea, already sweeping the Continent, is now breaking sales records in Britain.
Don't miss this opportunity to increase your sales.
Write for details and illustrated brochure without delay.

The simple fool-proof action makes conversion effortless. There is no prior adjustment and with a gentle pressure of the hands it opens with the head in the right position. Before closing, which is equally simple, the bed can be made up completely and is therefore ready for immediate use.

'COUCHETTE'

Chair – Divan

BRIT. PAT. No. 658018

Another 'Brulo' Product

BRUCE BROS. (BEDDING) LTD. · WHEAT STREET · LEICESTER · PHONE: GRANBY 354/5

"Stylax" REGD.
FOR PERFECT REST

We specialise in SPRING INTERIOR MATTRESSES, BASES and DIVANS

STOCKWELL AND BAX LIMITED
SHEFFIELD ROAD, CHESTERFIELD. — — — CHESTERFIELD 2051

Carpets
Rugs
and Furnishing Fabrics

★

WILTON AND AXMINSTER CARPETS & RUGS
also
INDIAN CARPETS
and
MOHAIR RUGS

★

MEMBER OF THE WHOLESALE FLOORCOVERINGS DISTRIBUTORS' ASSOCIATION
WFDA

A. M. SAYER & CO. LTD. CARPET WHOLESALERS AND DISTRIBUTORS
44-48, BELLE GROVE RD., WELLING, KENT
Telephone: Bexleyheath 5725/6
Telegrams: Sayeram, Welling

The

MARCHIONESS

MATTRESS

★

★

for

PERFECT DESIGN & CONSTRUCTION

MANUFACTURED BY

THE MERSEY BEDDING CO. LTD.

23-31 GILDART STREET, LIVERPOOL, 3. Tel: NORTH 2455-6-7

Grams: BEDDING, LIVERPOOL

STANDARD OF MITCHAM

for Reliable and Moderate Priced

UPHOLSTERY

The "Woodbourne"
IN UNCUT MOQUETTE
RETAILS AT £11 14 6

Our area Representative is at your service

STANDARD UPHOLSTERY CO., LTD.

Telephone: MITCHAM 2151 (3 lines)

LEWIS ROAD, MITCHAM, SURREY

Telegrams: STANDUP MITCHAM

You can see the Quality of Apex Products!

"APEX" fully guaranteed upholstery assures you and your customers of sound workmanship and good quality materials, both inside and out.

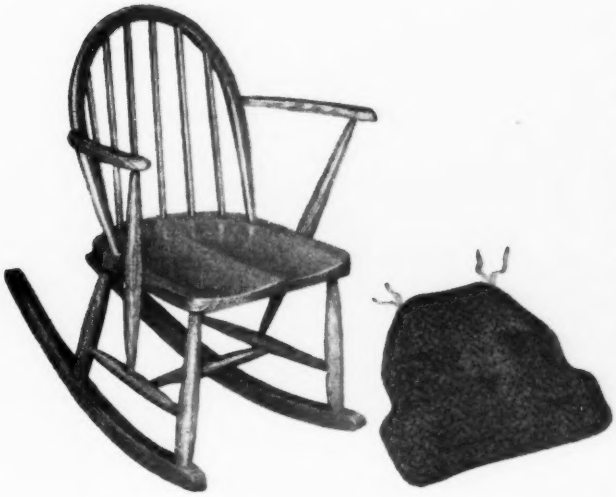
Careful attention to every detail design, filling, springing, frame, etc., with luxury and beauty of line, makes certain of enduring wear and utmost satisfaction to your customers.

E. MOORHOUSE (Apex) LTD.

APEX MILL, HEYS STREET, BURY, LANCS. Tel: BURY 2541/6

"I do like to be beside the fireside"

purred the ERCOLion



"Three are definitely company when my Windsor rockers, fireside chairs and coffee table get together," said the ERCOLion. "No one who has seen them as a set can resist their charm at the price. And of course they are equally attractive as individual pieces because they fit so happily with other Ercol furniture or indeed into any furnishing scheme. The chairs have detachable pallet cushions and you can have the whole set in either dark or natural wood waxed finish."

ERCOL

FURNITURE INDUSTRIES LIMITED · HIGH WYCOMBE · BUCKS

PERRY OVERMANTEL
MIRRORS WITH GUARANTEED SILVERING

Established for over 25 years

'Globe' BRAND MIRRORS

Guaranteed for 5 years

FOR FURNISHING, CABINET AND ALL TRADES
HANGING MIRRORS in a large array of styles and sizes. Plain Bevels—Fancy Bevels—Brilliant Cut—Framed and Frameless "GLOBE" BRAND Mirrors carry a FIVE YEAR GUARANTEE.

- GLASS BEVELLERS AND SILVERERS FOR CABINET AND OTHER TRADES.

ENQUIRIES WELCOMED

PERRY & SONS (Overmantel) LTD.
Globe Works, Upper Highgate Street, Birmingham, 12
Phone: CALTHORPE 1178 P.B. Ex.
Grams: CLEARNESS, BIRMINGHAM

BETTER TRADE— through your wholesaler

The W.T.A. Wholesaler selects with considerable experience the pick of the products of hundreds of factories at home and abroad. He makes them available in economic lots to thousands of retailers through his travellers and warehouse. He greatly assists the manufacturer by placing bulk orders well in advance of the seasons. The retailer would be hard pressed to buy all his needs without the W.T.A. member and the manufacturer would have to organise a costly sales organisation if the Wholesaler was not there.

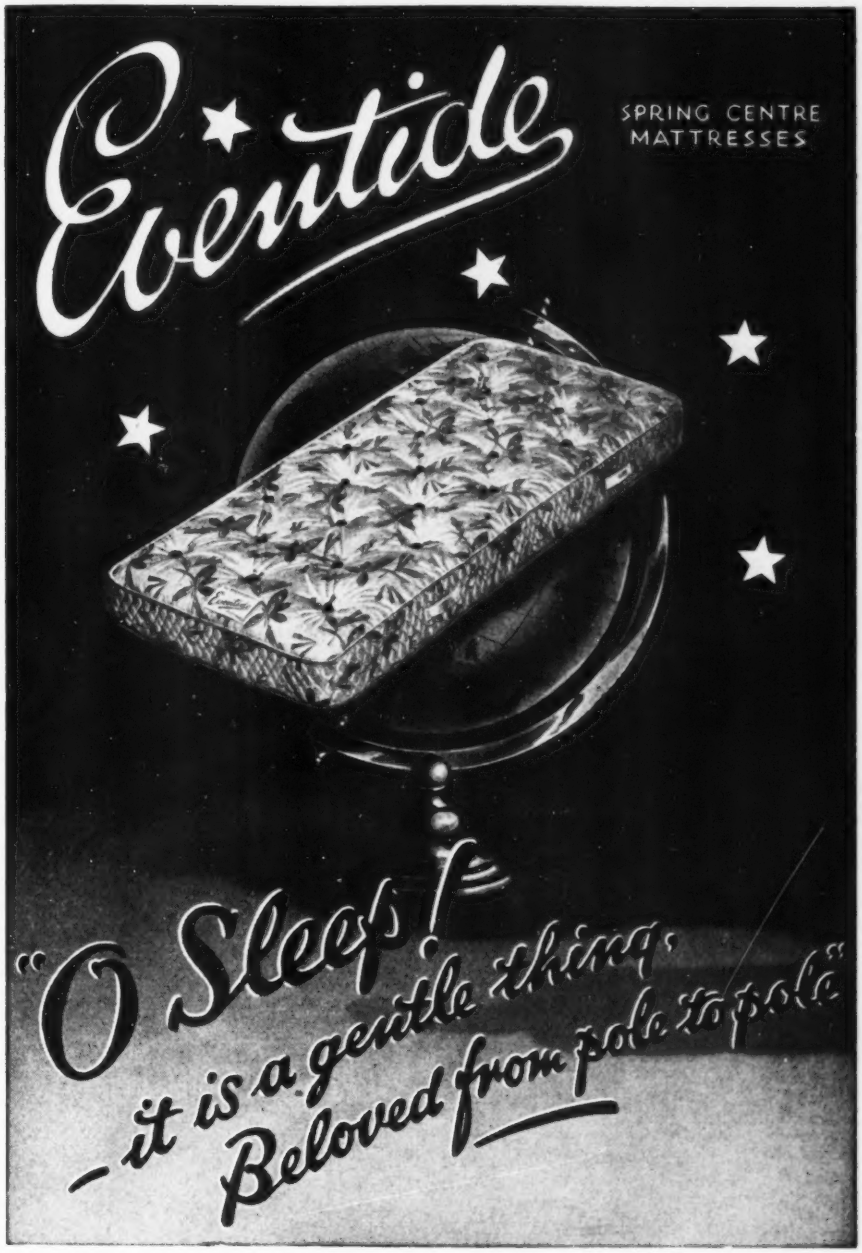
WHOLESALE TEXTILE ASSOCIATION WTA

THE WHOLESALE FOOD-OVERINGS DISTRIBUTORS ASSOCIATION WFDA

You, too, will find "Better Trade through your Wholesaler"

THE WHOLESALE TEXTILE ASSOCIATION
75 Cannon Street, London, E.C.4

Tib 8



T. NICHOLSON & SON

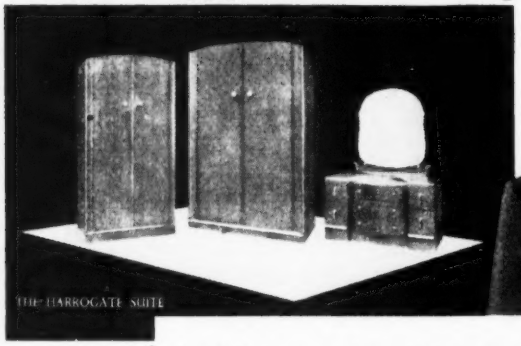
Bedding and Mattress Manufacturers

*BIS 3501

96-102 LEONARD STREET
GREAT EASTERN ST., E.C.2

B S 1877

"Can you supply two bedside cupboards to match?"



A sale does not need to end at the suite. The ability to supply a matching bedside cupboard—an extra tallboy—is an asset which pleases the customer and is profitable to the retailer. This is another feature of the service to the Trade by which the Stag Cabinet Company have built their reputation. And after thirty-eight very successful years the Company can offer the retailer all the facilities of a leading manufacturer plus the experience and co-operation that will ensure further success to them both.

THE STAG CABINET COMPANY LTD.
Haydn Road, Nottingham.

Telephone: Nottingham 65584-5. Telegrams: Stag 65584 Nottingham.

NO-SAG

for comfort in the home

No-Sag not only adds more comfort in the home, but it adds to its durability and beauty. Recognition of the merits of No-Sag Springs by the Good Housekeeping Seal means recognition for the No-Sag equipped line at the retail level. And that's where it counts most for you. Why not send for full details?

nosag springs

Patented and Patents Pending

Serial No. ★ 1750 BRITISH GOOD HOUSEKEEPING INSTITUTE GUARANTEE REFUND OF MONEY OR REPLACEMENT IF NOT IN CONFORMITY WITH THE INSTITUTE'S STANDARDS

NO-SAG SPRING CO. (GREAT BRITAIN) LTD.

ARTERIAL ROAD, SOUTHEND-ON-SEA, ESSEX *Telephone: Eastwood 55392* *Telegrams: No-Sag, Southend*

.. filled with

NUPPAK

is filled to last

COIR FIBRE PADS

COMPOSITE PADS

NEW SCIENTIFIC WOOLLEN FILLING

(PROCESSED TO B.S.I. STANDARD 1425 UNDER B.S.I. LICENCE)

JOHN COTTON (JUTE) LTD.

MIRFIELD, YORKS. Tel.: 3306-7

Selling Agents: GARRARD & ROSS LTD., 10 Arthur St., London, E.C.4
Telephone: MANsion House 6670.

Liverpool Factors: Messrs. REXMORE Ltd., Stafford St., Liverpool, 3
Telephone: Liverpool North 1631.

Midland Agents: Messrs. JOHN DENBY, SON & LUCKMAN,
Britannia House, 1204 Stratford Road, Hall Green, Birmingham, 28
Telephone: Springfield 1439.

B S 1425

248

HOME & EASE
FURNITURE

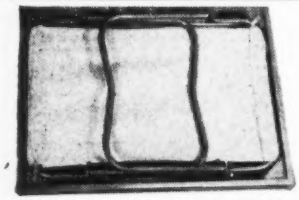
Cushioned throughout in Latex Foam

249

Specialists in Furniture and Upholstery

HUTCHINSON & EDMONDS LTD.

RIVERSIDE WORKS, HIGH WYCOMBE. *Phone 293.*



Folded with chair packed in table-top

As coffee table. Chair still in table-top

Bed-rest and Bed-table

Table separate. Chair forming stool

COMFORTABLE • PORTABLE • CONVERTIBLE

THESE ADVANTAGES AND MANY MORE SUPPORT OUR CLAIM THAT THE

'Lysit'

MULTI-PURPOSE COMBINED TABLE AND CHAIR

is this years best value in occasional furniture

CONSTRUCTED OF TUBULAR STEEL AND FINISHED IN A RANGE OF ATTRACTIVE COLOURS TO SUIT **THE HOME AND GARDEN, THE BEACH AND COUNTRY, SPORTING EVENTS, FOREIGN TRAVEL, ETC.**

STANDARD MODEL
Retail
£5 - 16 - 3
Inc. P.T.

DE-LUXE MODEL
(with Quilted Seat and De-Luxe Finish)
£7 - 14 - 6
Inc. P.T.

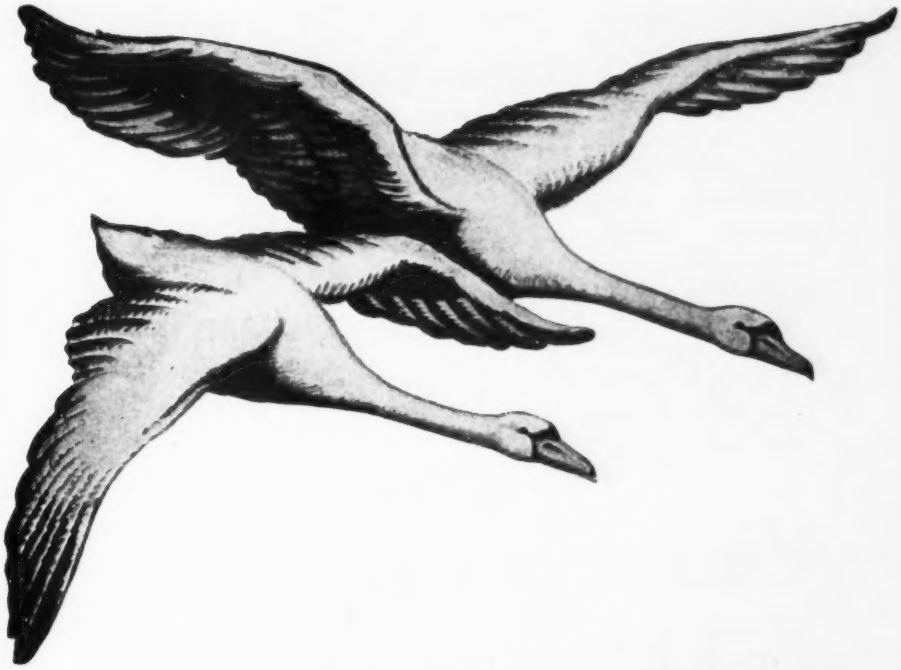
FOLDS FLAT FOR STORING AND CARRYING. IT IS INVALUABLE TO ALL HOMES FOR INDOORS AND OUT OF DOORS. FOR THE INVALID

★ *We will be pleased to welcome old and new friends to our stall No. Z 16A at Earls Court during B.I.F.*

Table and Chair

Sunrest and Table

HALVAN LTD., Globe Works, Fassett Road, Kingston-on-Thames
SOLE WORLD DISTRIBUTORS AND PATENT HOLDERS



BED FEATHERS AND DOWN

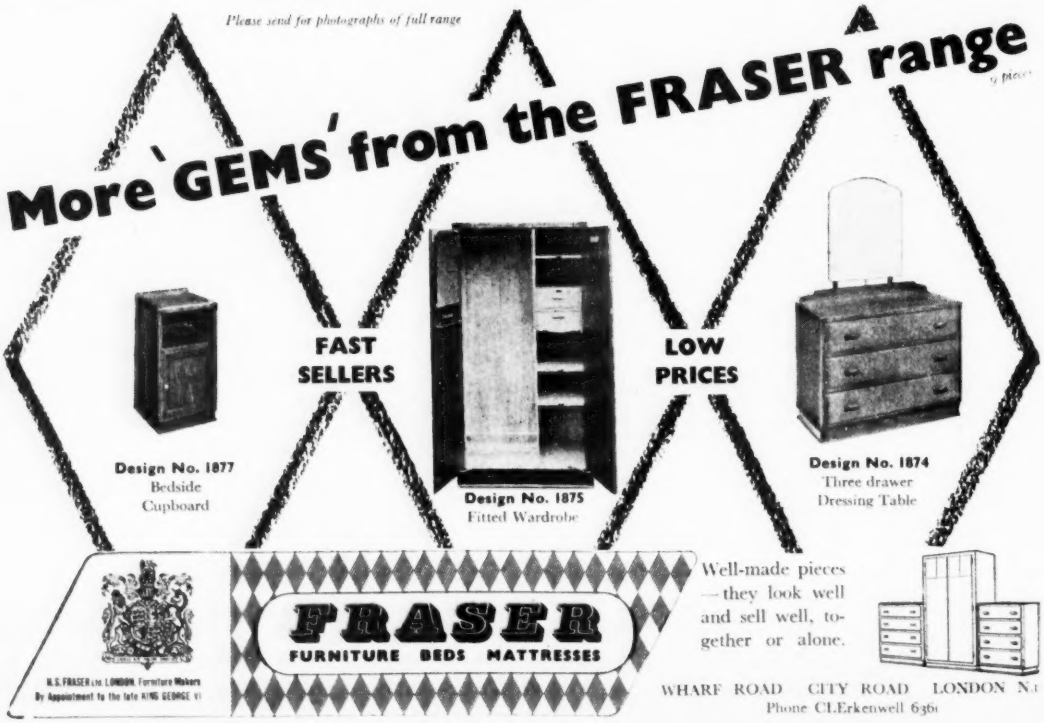
B S
1425

NORTHERN FEATHER WORKS LTD.

CORDOVA ROAD, BOW, LONDON, E.3

Telegrams—"PURIDOWN, EASPHONE, LONDON" **Telephone—ADVANCE 2001**

MATERIALS FOR UPHOLSTERERS
MOQUETTES • TAPESTRIES • LEATHERCLOTHS • PRINTED LINENS
VELOURS • VELVETEENS • HESSIANS • WEBBING • SPRINGS, ETC.
HAWKINS BROS. (BIRMINGHAM) LTD.
141-7 PERSHORE STREET, BIRMINGHAM, 5
TELEPHONE: MIDLAND 3305/6
TELEGRAMS: HAWKINS BROS.
UPHOLSTERERS' WAREHOUSEMEN


Please send for photographs of full range
More 'GEMS' from the FRASER range
9 pieces
FAST SELLERS
LOW PRICES
Design No. 1877
Bedside Cupboard
Design No. 1875
Fitted Wardrobe
Design No. 1874
Three drawer Dressing Table
U.S. FRASER LTD. LONDON. Furniture Makers
By Appointment to the late KING GEORGE VI
FRASER
FURNITURE BEDS MATTRESSES
Well-made pieces — they look well and sell well, together or alone.
WHARF ROAD CITY ROAD LONDON N.1
Phone CLErkenwell 6361

SEE OUR EXHIBITS AT STAND Z20, BIF, LONDON, APRIL 27 - MAY 8

deep-seated comfort by day VONO deep-sleeping comfort by night

Model No. SS1 'Ovonite' settee bed, and (below) matching Chair No. SC1

Model No. SS4 'Ovonite' settee bed. Upholstered chair to match (below), No. SC4

Settee Bed Model No. SS1 open. Sleeping surface measures 4' x 6' 6".

A VONO PRODUCT

Your guarantee of fine quality upholstery

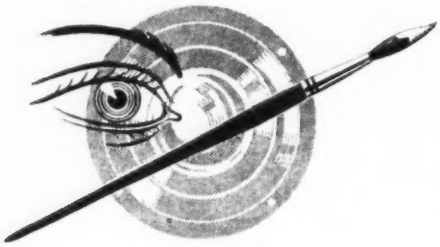
VONO LIMITED · TIPTON · STAFFS

NEW DESIGNS—NEW COVERS

It's easy to see the new 'Ovonite' upholstery will be a success. For we've completely redesigned this famous range. Look at these VONO settee beds and matching chairs, at their clean modern lines and quiet elegance — and remember they still have all the distinctive VONO qualities of craftsmanship and comfort.

There's a complete new choice of covers, too. Smart uncut moquettes, British made and of high quality, are available on all VONO upholstery, as well as a range of fine tapestries. Model No. SS1 is also available in 'A' quality leathercloth.

And that's not all. VONO upholstery is not merely better value than ever, but it actually costs less. So make sure you've got what your customers want — the new 'Ovonite' furniture at the new prices.



Telephone:
High Wycombe
914

Advertising is the last thing you want to do . . .

1st Let I.S.P. Limited produce the right kind of photographs and illustrations of your goods.

See them about the printing of your catalogues and sales leaflets.

Talk things over with us.

Then, lastly, take us in your confidence to help plan your advertising.

STUDIO I.S.P. LIMITED · 14-16 TEMPLE END
HIGH WYCOMBE · BUCKINGHAMSHIRE

Wood Bros. of Brimsdown

3′ & 4′ Bedroom Suites

Dining Sets

Court Cupboards

Dressers and Monk's Diners

Rug Chests

Coffee Tables

Hall Robes

Chests and Occasional Furniture

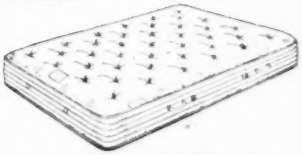
Lockfield Avenue, Brimsdown, Enfield. HOW 1007/1555

What about your share of SLUMBERLANDS BIG NEW MARKET?

PURPLE SEAL, WHITE SEAL — two names that can create new demand in your shop. These are the two new *low-price* Slumberlands that bring Slumberland's famous quality and comfort and good workmanship within the reach of millions. People who couldn't "afford" a Slumberland are now buying — quickly! But what about your share of this new market? Have you displayed the new Slumberlands? Do your customers know about them? Here are the details:—

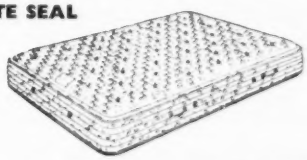
Two new low priced models—

PURPLE SEAL



4′ 6″ model retail 12 gns. 288 high tensile steel springs, resilient fibre padding, deep felted material, one colour, strong coverings. Self ventilation. From £9.2.6d. 3′ model.

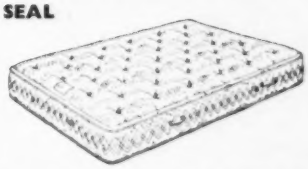
WHITE SEAL



4′ 6″ model retail 14 gns. All the excellent features of the Purple Seal, with extra quality felting and a most attractive cotton damask ticking that makes an instant appeal to women. From £10.10.0d. 3′ model.

Three Proved Successes—

RED SEAL



4′ 6″ model retail 16 gns. With 5-feature comfort — Ortho-flex springs, Slumberdown, self-ventilation, pre-formed borders and superb tickings. The most popular Slumberland in Britain today. From £11.19.6d. 3′ model.

AMBER SEAL

4′ 6″ model retail 20 gns. Has the 5-feature comfort plus the extra comfort of curled hair padding. The choice of tickings is wide and very attractive. From £15.5.0d. 3′ model.

GOLD SEAL

4′ 6″ model retail 33 gns. This, we believe, is the finest mattress made in the world today. The Intalok springing with over 1,000 springs. Curled hair padding. Specially processed Slumberdown. Luxurious gold damask ticking. From £26.10.0d. 3′ model.

Slumberland REGD.

When you sell a Slumberland— sell an upholstered spring base with it — then the sale is complete.

BVS 1877

Slumberland workmanship fully meets the strictest requirements of the British Standards Institution.

THERE'S A LIFETIME OF BETTER SALES IN SLUMBERLANDS

Stock **MAIDSAVER** kitchen cabinets . . .

. . . they'll sell.

Stock and display Maidsaver Kitchen Cabinets — show your customers what a real home help they are.

Model No. KC 5019

Cabinet 4' high with fall-front porcelain enamelled working top. Roomy cupboards and three drawers, one baize-lined for cutlery.

Model No. KC 5020

Cabinet 3' wide with well planned cupboards and drawers and large, let-down working top fitted with porcelain enamelled working top.

B.I.F. STAND No. Z7
FIRST FLOOR EARL'S COURT

a 'Lusty' product of
W. LUSTY & SONS LTD.
TUDOR WORKS, BROMLEY-BY-BOW, LONDON, E.3 TEL.: East 5020
GRAMS.: Comparison, Bochurch, London. Showrooms: 79/81, Paul Street, Finsbury, E.C.2. Tel.: Clerkenwell 4541

Good Business will result from **4 Million** *women seeing this advertisement!*

Are you ready to get *YOUR* share?

Regular advertisements for Vitafoam Latex Foam Pillows and Bolsters are now appearing in *Good Housekeeping, Housewife, Wife and Home* and *Woman and Home*; these advertisements will be seen by over four million discerning women. Many of these prospective customers live in the area you serve, and these advertisements will bring them to you—*their local furnisher!* Special cellophane wrappers and display material will focus attention on Vitafoam Pillows and Bolsters displayed in your shop. Write for details of these increasingly popular profit-makers.

VITAFOAM LATEX FOAM PILLOWS AND BOLSTERS
VITAFOAM LTD. · GLEN MILL · OLDHAM · LANCASHIRE **Telephone: MAIn 6180**

FURNISHING TRADES BENEVOLENT ASSOCIATION

LONDON AREA

THE EIGHTH ANNUAL GOLF MEETING

will be held at

Wentworth Club, Virginia Water, Surrey

on

THURSDAY, JUNE 4

PROGRAMME

Morning—Start at 9 a.m.

Medal (Stroke Competition)—maximum strokes allowed 18—for the:

(a) F.T.B.A. Challenge Trophy presented by the Committee of the London Area. Furniture manufacturers only.
(b) Roberts Cup. Second best net score. Furniture manufacturers only.
(c) Bender Cup. Best net score by retailers, members of allied trades or other guests only.
(d) Oxer Cup. Best net score by any Veteran (over 50 years of age).
(e) Luxury Cup. Best scratch score by manufacturer or retailer.
(f) L.F.M. Trophy. Best net score by players handicap 16 and over. Maximum strokes allowed 22. Manufacturers only.
(g) Martin Cup. Best net score by manufacturer or retailer.
(h) Sterling Cup. Hidden best nine holes off handicap—all entrants.
(i) Montrose Cup. Second best scratch score by manufacturer or retailer.
(j) Montague Jacobs Cup. Best scratch score by retailers, members of allied trades or other guests only.

LUNCHEON

Afternoon—Bogey Competition (Greensome Foursomes) *(a)* Prize for winning couple.
(b) Prize for runners-up.

Replicas will be presented to last year's cup winners.

TEA

Putting competition organised by Mrs. G. A. Hensher and Mrs. L. R. G. Oxer. Suitable prizes

SUPPER

Can be arranged at the club house, ladies specially invited.

TOTE

There will be a tote on the results. Details will be given at the meeting.

ENTRANCE FEE

An inclusive charge of two guineas will cover green fees, luncheon, tea and entrance fee to all events.

CADDIES

The Committee is informed by the Secretary of Wentworth that caddies will be available, provided suitable notice is given. Caddies must be engaged for the day, and the charge is £1 per day, including lunch and tips.

HOW TO GET THERE

Road route—Hyde Park Corner then Great West Road to Staines. Thence to Egham, continue on Basingstoke Road passing Holloway College on left and three-quarters of a mile further on the Wheatsheaf Hotel on the right. A quarter of a mile on turn left into Wentworth Estate for the Golf Club.

RULES

1. All members of the Furniture, Furnishing and Allied Trades and other guests at the discretion of the Committee are eligible to compete.
2. The events will be conducted according to the rules of golf as laid down by the R. and A. St. Andrews.
3. The Committee's decision on all matters relating to the meeting to be final.
4. Competitors must have an official club handicap.
5. All competitors will play off their lowest and latest club handicap.
6. All profits will go to the Furnishing Trades Benevolent Association.

Apply for Entry Cards, enclosing 2 guineas per player, to the organiser: George A. Hensher, Zenith Works, Wallis Road, Hackney Wick, E.9 (Amherst 4460).

The Golf Committee: George A. Hensher (George Hensher, Ltd.), L. R. G. Oxer (Luxury Upholstery, Ltd.), D. Rose (Supersuites, Ltd.) and G. Kalis (Beautility Furniture, Ltd.).

'EXPRESS'

specialise in

LARGE CAPACITY BODIES

★ **Designed to customers' own requirements**

★ **All-metal or wood-metal composite**

★ **Distinctive paintwork, writing or pictorial effects**

BODY REPAIRS & REPAINTS

All types of body repair work, and painting, writing or pictorial effects carried out in our own workshops

All Inquiries to Sales Dept.

EXPRESS MOTOR AND BODY WORKS LTD.

SUMMERSTOWN · LONDON · S.W.17

Tel.: WIMbledon 4268

THE "KENNETT" INTERCHANGEABLE PRICE MARKER

This Marker is beautifully designed and is particularly suitable for the furnishing trade.

It is quick and simple to operate, washable and dignified in appearance, with no surrounding frame or background it clearly shows the price with the minimum of distraction. Practically indestructible, it will solve your price marking problems for all time.

Each numeral is made in solid white moulded plastic and presses into a black slotted base.

Easily pinned to materal.

In two sizes 1" and $\frac{11}{16}$"
Sets from 37/6 to 8 gns.

Please write for leaflet and free sample to department FWI.

KENNETT PRICE MARKERS

55a Eastgate Street, Winchester, Hants.

HILL BROTHERS SERVICE

offers

Transfer blocking foils • Display boards
Protective glazing film • Metal struts
Water slide transfer film • Acetates
Pins • Rings • Double gummed manilla
Coloured gummed papers • Guillotines
Hot process stamping outfits • Bevellers
Electric finishing presses • Blocking types
Blocking dies • Cutter crush types
Cutter crush dies • Hand engaved blocks
Showcards and tickets

MASSEELEY SHOWCARD MACHINES

Rebuilt and Guaranteed by

HILL BROTHERS (SERVICE) LTD

Acton Works · Beaconsfield Road · Acton Green · London · W.4

TELEPHONE: CHISWICK 2235

Spring Units and Loose Springs

TWIL

FOR THE BEDDING AND FURNISHING TRADES

Best for Rest ... Best by Test

TINSLEY WIRE INDUSTRIES LTD.

SHOWELL ROAD • BUSHBURY • WOLVERHAMPTON

Telephone: FALLINGS PARK 31208/9 Telegrams: TWIL, WOLVERHAMPTON

"Kayrest"

GUARANTEED UPHOLSTERY

S.K.&S. (UPHOLSTERERS) LTD. LONDON E.8.

For Upholstery of Quality and Distinction

S. KAPLIN & SON (UPHOLSTERERS) LTD

105, 107 & 109c, DALSTON LANE, HACKNEY

LONDON, E.8

Tel.: CLissold 8267, 4408 & 4409

ESTABLISHED 1910

Duresta

THE "EDINBURGH" SUITE

DURESTA UPHOLSTERY LTD., Leopold St., Long Eaton, Nottm.

Phone: Long Eaton 160

CHAIRS
for the
KITCHEN . .
SCHOOL
AND
CHURCH

B. GOODEARL & SONS LTD.

Chair Manufacturers

DESBOROUGH RD., HIGH WYCOMBE, BUCKS

'PHONE 690

NOW OPEN DAILY
HOURS—8.30 a.m. to 5.30 p.m.
MONDAYS TO FRIDAYS

FOR SELECTION AND SERVICE VISIT
FALKLAND'S NEW
"EVERYTHING FOR THE FURNISHER"
SHOWROOMS

★

LARGE STOCKS OF BEDDING · WIRE AND INTERIOR SPRING MATTRESSES · DIVANS UPHOLSTERY (3-PIECE and FIRESIDES) BEDROOM SUITES · BEDSTEADS · FITTED ROBES, ETC.

★

DELIVERY FROM STOCK

★

FALKLAND MANUFACTURING
CO. LTD.
35-37 SEFTON STREET
LIVERPOOL 8
(Opposite to Brunswick Dock O'Head Railway Station)
TELEPHONE: ROYAL 8301-2

Special Exhibition

LIVERPOOL
Produce Exchange
Victoria Street

4th-8th May, 1953

THE GILBERT GROUP

extend a most cordial invitation to all their friends in the trade to visit a forthcoming exhibition of their latest productions of Walnut Bedroom and Dining Room furniture and three-piece Suites.

Mr. D. G. Read will be in attendance

D. M. GILBERT & CO. LTD.

11/12 MALLOW STREET, LONDON, E.C.1. *Telephone: CLerkenwell 4224/5*

FRED HOLMES & SON BRADFORD LTD.
NEW ADDRESS · Kumfy Works
Tel: Bradford 21801

UPHOLSTERY
For Fine Quality & Attractive Designs
· Nesfield St., Manningham Lane
BRADFORD

AMSWYCH
and Company Ltd

WHOLESALE
CARPET
FACTORS

COMPLETE RANGE OF ALL GRADES IN STOCK

91-93 Gt. Eastern Street
London, E.C.2

Members of the
WHOLESALE
FLOOR COVERING
DISTRIBUTORS
ASSOCIATION

BIShopsgate 4418 · 4419 · 4410

A QUALITY TOWN PRODUCT

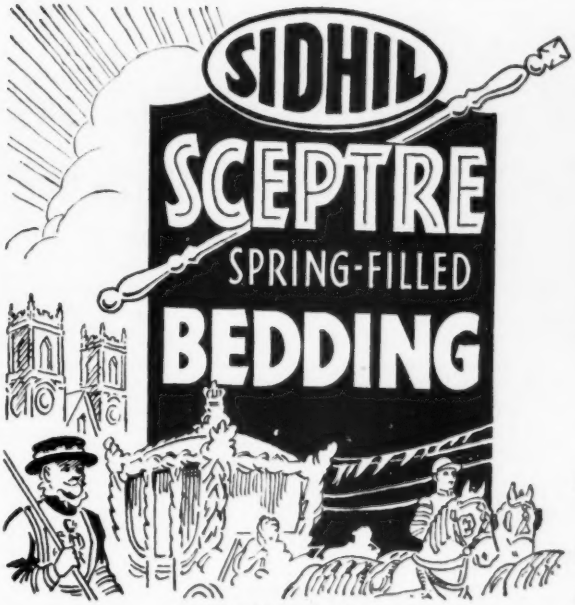
Write for particulars and samples of materials

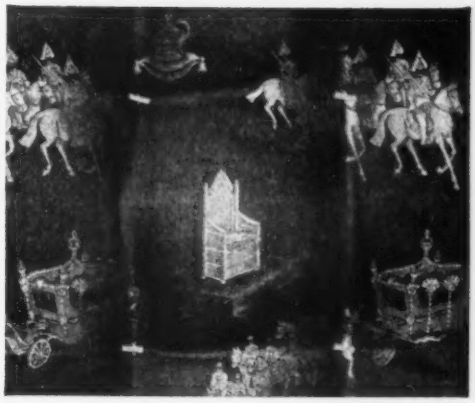
ELFIN WING CHAIR

THIS
CHIPPENDALE WING CHAIR is one of our most comfortable and attractive chairs, upholstered in finest Tapestries and Damasks or Brocotells.

E. M. F. BROWN (QUALITY TOWN) LTD.
11 DUKE STREET, HIGH WYCOMBE, BUCKS
Telephone: HIGH WYCOMBE 639

"BEST WEAR" UPHOLSTERY
● 3-PIECE SUITES IN ALL COVERS
FOR REALLY GOOD SELLERS—Call or 'Phone BLACKFRIARS 1960
"BEST WEAR" UPHOLSTERY (Manufacturers of High Class Upholstery)
46, MORETON ST., STRANGEWAYS, MANCHESTER, 3





A detail of the delightful covering fabric—Regal, Lovely and Topical

- All Springs and Fillings in this interior conform to the highest "Standards" of the National Bedding Federation.
- Hand-tailored by SIDHIL craftsmen's 70 years of skill.
- Heat-treated, softer, springier SIDHIL springs from the High Tensile Sternoid wonder wire.
- Spring unit complete with wire edge.
- First-class after-sales service.
- Individual guarantee with each mattress.

Manufactured by

SIDDALL & HILTON LTD.

AT SOWERBY BRIDGE · BRISTOL
EDINBURGH · LEEDS · NEWCASTLE UPON TYNE

O. WILCOX LTD.

Wholesale Floor Covering Merchants

43 CITY ROAD, LONDON, E.C.1. ***Telephone:*** **CLErkenwell 5459**

Sole Distributors of the well-known

VOLAFELT

Rubber and Wool

CARPET UNDERLAY

MEMBER OF THE WHOLESALE FLOORCOVERINGS DISTRIBUTORS' ASSOCIATION
WFDA

- **CARPETS**
- **RUGS**
- **STAIRS**
- **COCOMATS**
- **MATTING**
- **LINOLEUMS**
- **FELTBASE**

AND

RUBBER FLOORING

R. Hale and Sons Limited

UPHOLSTERERS' WAREHOUSEMEN

134 Islington
Liverpool 3.

Moquettes, Tapestries, Velveteens
Rexines, leathercloths, spring interiors, etc.

Telephone: NORTH 0387

Woolvo REGD.

SPRING INTERIOR MATTRESSES

Est. 1871 TRADE MARK

J. H. MOORHOUSE & CO. (Woolvo), LTD.
SAGAR STREET, UNION STREET,
LOWER BROUGHTON, SALFORD, 7
Telephone: DEANSGATE 2841-2

Use only the best
CURLED HAIR and HAIR PADDING

To B.S.I. Standard 1425
and B.O.T. Specification

CUMBERLAND CURLED HAIR MANUFACTURING CO. LTD.

Tower Works
WHITEHAVEN

Correspondence and Works:
RICHMOND HILL
WHITEHAVEN

Telephone: *Whitehaven 657*
Telegrams: *CURLHAIR—Whitehaven*

QUALITY AND SERVICE

D. GOODCHILD & SON, LTD

S. L. GOODCHILD. J. V. GOODCHILD, A. E. FRANKLIN

RELIANCE HOUSE
51 GREAT EASTERN STREET, E.C.2
PHONE: BISHOPSGATE 6886 & 3117
GRAMS: FABRICS PHONE LONDON

28 ARCHBOLD TERRACE
NEWCASTLE-UPON-TYNE
PHONE JESMOND 3195

Everything for the Upholsterer

E. & H. EPSTEIN LTD.

MANUFACTURING UPHOLSTERERS

We are now producing a fine new range of

Three Piece Suites

IN

HIDE, MOQUETTE, TAPESTRY and LEATHERCLOTH

We invite your enquiries

CHARLES SQUARE, HOXTON, N.1 Telephone: CLErkenwell 5689/2601

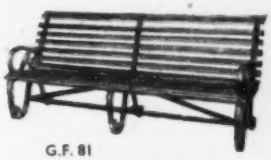
Bedford STEEL FURNITURE

G.F. 8

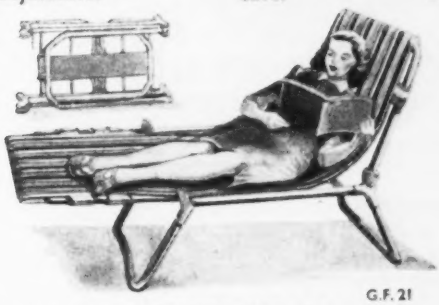
G.F. 32

Below is an illustration of the tremendously popular and inexpensive

—SUN LOUNGE—
Model No. G.F. 21.
Dimensions 6' 0" x 1' 10"
Back is adjustable.



G.F. 81



G.F. 21

From the New List No. **17**

G.F. 64

G.F. 46

"BEDFORD" greets the NEW SEASON with a New and comprehensive catalogue of GARDEN FURNITURE. It is printed in full colour and will delight all Garden Lovers. Ask also for the new List 19. Steel Furniture for Interiors.

Telephone: ASTon Cross 2556 P.B.X.

FITTER BROS. LTD. 88-94 PRITCHETT STREET, BIRMINGHAM 6

J. & M. SHERR LTD.

160 & 162 CHEETHAM HILL ROAD · MANCHESTER 8

(ESTABLISHED 1903)

for

"VYNIDE" & "REXINE" LEATHERCLOTH

● **TELEPHONE—BLAckfriars 9919**

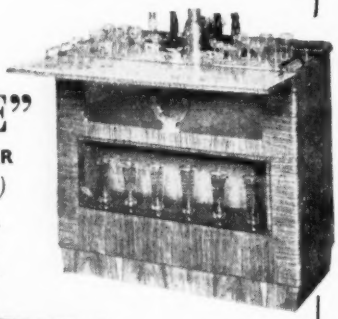
The

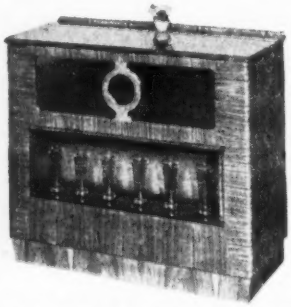
"CONSOLE"

COCKTAIL BAR

(patent pending)

HEIGHT . . 3 ft.
WIDTH 3 ft. 7 in.
DEPTH . . . 19 in.





Automatic elevator action. Fitted to take 18 glasses, 4 bottles, shaker and squeezer. Spirit proof flap. Also book space, sliding panels, enclosed space at rear to take 16 extra bottles

"NEW OAK" FURNITURE LTD

MACKINTOSH LANE · HOMERTON · LONDON · E.9

Telephone No.: AMHerst 4970

DINING ROOM FURNITURE, OFFICE & SHOP FITTINGS

HB

H. BALDOCK

& SONS LTD.

Phone: ROYAL 1207

MAY PLACE · MOUNT PLEASANT
LIVERPOOL · 3

Established in 1908

R. G. & J. SCRIVENER

Guaranteed Delivery and Quality

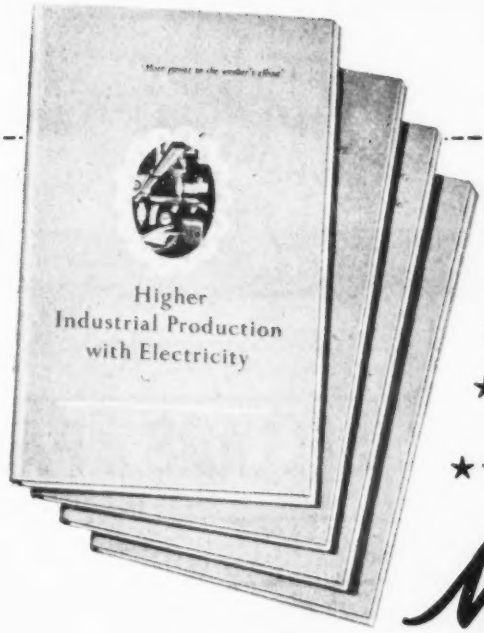
FOR CHAIR FRAMES OF EVERY DESCRIPTION

38/40 UPPER CLAPTON ROAD, LONDON, E.5

Telephone: AMHERST 6984

CHAIR FRAME MANUFACTURERS ASSOCIATION

LABOR ET INTEGRITAS



★ "HIGHER INDUSTRIAL PRODUCTION WITH ELECTRICITY"

★ "LIGHTING IN INDUSTRY"

★ "MATERIALS HANDLING IN INDUSTRY"

★ "ELECTRIC RESISTANCE HEATING"

New BOOKS ON

Industrial Productivity

PRODUCTIVITY is one of the vital problems affecting Britain today. One way to increase productivity is to put POWER at a man's disposal; and the best way to do this is with electricity.

As a contribution to the solution of this problem, the British Electrical Development Association is now publishing a new series of books for management and executives in Industry. The first four are now available: "Higher Industrial Production with Electricity" describes a wide variety of modern production methods; "Lighting in Industry" shows how lighting can affect individual output, how its effectiveness can be assessed, and how improvements can be made; "Materials Handling in Industry" shows the way to increased productivity by improved handling; and "Electric Resistance Heating" indicates where, and how, this unique method of producing heat without combustion can be applied.

The post-free price of each of the books is 9/- and copies can be obtained from the British Electrical Development Association, 2 Savoy Hill, London, W.C.2, or from your Electricity Board.

The Association has produced a film called "A Case for Handling" which illustrates by practical demonstration the vital part that improved materials handling can play in all industries. It runs for 32 minutes, and is available on free loan.

Electricity for PRODUCTIVITY

NARROW FABRICS for all industries

STACKING CHAIR CANVAS (WIDTHS 7" & 13½")
DECK CHAIR CANVAS
HEADING TAPES 1" 1½" 2"
MATTRESS TAPES & PIPINGS
UPHOLSTERY PIPINGS,
WEBS, CARPET BINDINGS

THE MILLS EQUIPMENT CO. LTD 56 VICTORIA ST., LONDON, S.W.1 'PHONE VICTORIA 9271

- DAMASKS
- TABOURETTES
- SATINS
- TAFFETAS
- UNCUT MOQUETTES

BAKER DULLEY & Co. Ltd.
fine quality furnishing fabrics

SHOWROOMS:
33 PERCY STREET,
Tottenham Court Road,
LONDON, W.1
Tel.: MUSeum 8230

SELLARS & PARKES
LIMITED
FOR
SPRING SEAT UNITS
CINEMA SEATS AND OTHER SPRING SEATS
AND
QUALITY & SERVICE

LINDSAY STREET, HYSON GREEN
NOTTINGHAM
Telephone: 77401
CARDIFF 25909 B'HAM CAL 3601

ESTABLISHED 1866

Sleepvendor

Our Specialities:
SPRING CENTRE MATTRESSES
SPRING BASES & DIVANS

Built to Last by
KENT & CO. (SMITH) LTD.
125 QUEEN STREET SHEFFIELD 1
'Phone 25967

MILLBOURNS'

For....

3 Piece Suites,
Firesides,
and
Dining Chairs.

V. M. MILLBOURN & SONS (1946) LTD.

FURNITURE MANUFACTURERS,

LORD'S MILL, OAKRIDGE ROAD, HIGH WYCOMBE.

TELEPHONE • HIGH WYCOMBE • 1067

CAMEO FURNITURE

Choice Selection of
Antique Reproduction Pieces

S · MATTHEWS & SONS · LTD

ANTIQUE REPRODUCTION FURNITURE MANUFACTURERS

REGENCY WORKS · 3 VYNER STREET · LONDON E.2

TELEPHONE ADVANCE 3827 TELEGRAMS SMASONS, BETH., LONDON

FOOTMAN BOWER & CO., LTD.

DESIGNERS AND MANUFACTURERS OF

HIGH GRADE

UNIT FURNITURE

CONTRACTORS FOR HOSPITAL, INSTITUTIONS AND GENERAL FURNITURE

NOTE NEW ADDRESS

11, 13, & 15, FORT STREET, LONDON, E.1. Telephone: BISHOPSGATE 3877

Telephone: MUSeum 0842

Betafeld Textile Co.

FURNISHING
FABRICS
MOQUETTES
TAPESTRIES

55, BERNERS STREET, LONDON, W.1

EXORS of T.W.F. LTD

Upholsterers'
Warehousemen

★ MOQUETTES
★ TAPESTRIES
★ LEATHER CLOTHS, etc.
and all Upholsterers' Sundries

EXORS. OF

T. W. FOSTER LTD.

70 & 70a TIB STREET, MANCHESTER 4

Telephone: DEANSGATE 2789

FIGURED PLASTIC TOP, STREAMLINED STAND, POLYCHROMATIC FINISH.

Paragon BED TABLES

Now available for
HOME OR EXPORT

The **WINCYCLE CO.**
CHARLTON RD., EDMONTON, N.9

THE NATIONAL FURNISHING DIPLOMA

Pitman Home Study is your surest way to achieve this vital qualification; the certain way to gain a specialized knowledge of all branches of furnishing; your guarantee of promotion and a better paid job. Pitman's National Furnishing Diploma Course is **approved by the National Association of Retail Furnishers,** tuition is by specialists, fees are moderate. Write today for full details to

your guarantee for a better paid job

PITMAN CORRESPONDENCE COLLEGE

261 PITMAN HOUSE, GODALMING, SURREY

The ASCOT
"REDIREST"
One Movement
BED SETTEE

... this 'all in' Bed Settee is an all round favourite

Regd. Trade Mark

Storing all its bedding inside the seat, including mattress, two pillows and blankets, the "REDIREST" is the most convenient Bed Settee ever made. A single light action converts it into a restful double bed with the bedding IN POSITION.

Send for full details

FIRESIDES AND THREE-PIECE SUITES
in
"ASCOT" & "DURIDE" UPHOLSTERY
YOU CAN RELY ON OUR SERVICE AND DEPEND ON OUR PRODUCTS.

Sole Manufacturers:

A. SCOTT (DURIDE) LTD · GREEN LANE WORKS · SHEFFIELD 3

ASHMELE BROS · LTD

invite you to view an exhibition of their new range of

ELITAFOAM
UPHOLSTERY

at The Turk's Head Hotel · Newcastle-on-Tyne

MONDAY, MAY 4 TO FRIDAY, MAY 8

inclusive — Mr. J. R. Munro in attendance

Elite LONDON UPHOLSTERY

UNIVERSITY STREET
TOTTENHAM COURT ROAD

LONDON, W.C.1
Telephone: EUSton 3152

BRITISH HOTEL EQUIPMENT CO.
LINTHORPE MEWS, MIDDLESBROUGH
Phone: Middlesbrough 3847

Manufacturers of

UPHOLSTERED THREE-PIECE SUITES
AND FIRESIDE CHAIRS IN MOQUETTES
TAPESTRIES AND LEATHERCLOTHS

QUOTATIONS ON REQUEST

SUPER QUALITY INTERIOR SPRING UNITS. A GUARANTEE WITH EACH ONE

UPHOLSTERY AND TENSION SPRINGS

Purvectis

MADE BY
JOHN PURVIS (BLYTH) LTD.
FALLOWFIELD WAY, CRAMLINGTON, NORTHUMBERLAND
TELEPHONE: CRAMLINGTON 202

FOR LOVERS OF THE LUXURIOUS

CONWAYS FOR COMFORT

The Hall-mark of a Good Lounge Suite

Works and Offices: **HARPER STREET, LEEDS 2**

EXPRESS VENEERING SERVICE

Will be pleased to co-operate in Veneering:

FURNITURE AND RADIO CABINETS

MANUFACTURERS OWN PLYWOOD

INCLUDING

SHAPED AND MOULDED PANELS

EXPRESS VENEERING CO. LTD.
EXPRESS WORKS, WATERDEN ROAD, LONDON, E.15
Telephone: AMH 5422-3

Guaranteed to Government and B.S.I. standards

FLOCK OF EVERY KIND

JOHN RHODES & SONS LTD.
Anchor Mills, Batley, Yorks.
EST. 1840 **Phone: Batley 35**

SHELTONS MIDLAND SHOWROOMS

FURNITURE · CARPETS · LINOS
HEARTH FURNITURE · MATTRESSES
ELECTRICAL GOODS

Come to SHELTONS for Service and Selection

86-88 QUEEN STREET, SHEFFIELD, 1
Telephones: 21151 - 21152

STOCKROOM SPOTLIGHT

THE MARK OF QUALITY
AVP GROUP

BIRMINGHAM
NEXT WEEK

A.V.P. are bringing their complete new range to your city for you to view in comfort. The member companies of the A.V.P. Group invite retailers in the spotlight areas to see their 1953 ranges of Bedroom, Dining Room and Kitchen Furniture.

MANCHESTER
WEEK AFTER NEXT

MONDAY, 4th MAY to FRIDAY, 8th MAY

Daily **9 a.m.-6.30 p.m.**

at the

MARKET HOTEL, BIRMINGHAM

Telephone: Midland 1134

In attendance:

Mr. E. Jaye, *Sales Manager*, D. M. DAVIES of SLOUGH LTD.
M. J. Freedman, WOODLAND FURNITURE (London) LTD.
Mr. R. Orme, D. M. DAVIES of SLOUGH LTD.
Mr. S. Stone, WELSH FURNITURE INDUSTRIES LTD.

MONDAY, 11th MAY to FRIDAY, 15th MAY

Daily **9 a.m.-6.30 p.m.**

at the

GROSVENOR HOTEL, MANCHESTER

Telephone: Blackfriars 7024

In attendance:

Mr. E. Jaye, *Sales Manager*, D. M. DAVIES of SLOUGH LTD.
Mr. E. Harvey, D. M. DAVIES of SLOUGH LTD.
Mr. G. Lines, WOODLAND FURNITURE (London) LTD.
Mr. A. Shalom, WELSH FURNITURE INDUSTRIES LTD.

Included in these displays will be the new "Fitrobe" Fitted Wardrobes and Hallrobes, and the Neatette Kitchen Cabinets, as well as the brilliant new range of Dining Room sets by D. M. Davies of Slough Ltd. Make a point of visiting these Shows and meeting these Executives who will be in attendance.

The following Companies will be showing jointly:

D. M. DAVIES OF SLOUGH LTD.

Trading Estate, Slough

WELSH FURNITURE INDUSTRIES LTD.

North Road, Blackweir, Cardiff

WOODLAND FURNITURE (LONDON) LTD.

Arlington Avenue, London, N.1

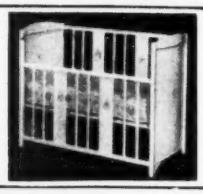
AMATACRAFT LTD.

Trading Estate, Bridgend

"EASIFOLD"
NURSERY FURNITURE

Write for Fully Illustrated Catalogue of our Complete Range. COTS, PLAYPENS, CHAIRS, etc.

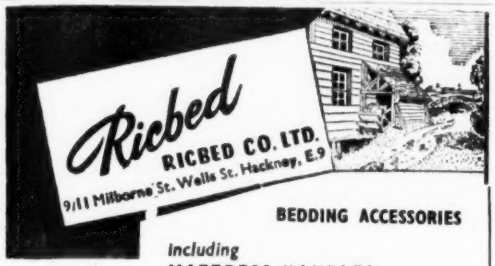
BLOWER BROS. TRIUMPH ROAD, LENTON, NOTTINGHAM



For the discerning buyer

WALROSE
REGISTERED TRADE MARK 1141

WALNUT BEDROOM SUITES
PHILIP ROSE, LTD.
Stour Road, London, E.3 *Telephone:* Amherst 1013



BEDDING ACCESSORIES

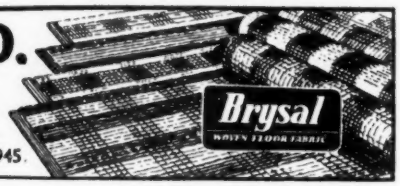
Including
MATTRESS HANDLES
HEADBOARD BRACKETS
"DAISY" TUFTS & BUTTONS
PLAS IC MATTRESS VENTILATORS

Telephone: AMHERST 6136 (2 lines)

JAYWOOD
FURNITURE PRODUCTS
(JOHN GREENWOOD)
138 BRICK LANE, LONDON, E.1
Tel.: BIShopsgate 9169

FOR ALL YOUR
Occasional Furniture
REQUIREMENTS
and WHITEWOOD FURNITURE

ROSE, SALISBURY & CO., LTD.
Wholesalers — CARPETS—RUGS—LINOLEUMS
INDIAN MATTINGS—MOHAIRS
Main Distributors of "BRYSAL" Woven Floor Fabric
409, HOLLOWAY ROAD, LONDON, N.7 - Tel.: NORTH 3162 & 1945.



MEALING BROS. LTD.
Avenue Chair Works
HIGH WYCOMBE

Superior Quality
CHAIRS *for*
CHURCHES, HALLS AND ESSENTIAL WORK

Telephone: High Wycombe 499

Chair Frames
A GOOD FRAME
CREATES A GOOD NAME
SO WHY NOT TRY A SUPERIOR FRAME
THE SUPERIOR CHAIR CO.
93, 93a & 96, Kempston Street
LIVERPOOL, 3 *Tel.:* NORth 2570

For QUICK SELLING carpets and rugs consult
JOHN S. CASTLE & Son, Ltd.
15 PALACE ROAD, EAST MOLESEY : Molesey 3486

John Hadfield & Son (Carpets) Ltd.

WHOLESALE DISTRIBUTORS

Carpets - Linoleums - Feltbase
Baizes - Underfelts - Carpets, etc.
Importers of Mats and Matting

HEAD OFFICE:
LANCASHIRE HILL, STOCKPORT

Telephone: STO 2281 and 4575 Telegrams: HADSTOCK, MANCHESTER

BRANCHES:

LEEDS
LOVELL STREET
NORTH STREET, LEEDS 7
Tel.: LEEDS 26352

LIVERPOOL
14/16 ISLINGTON
LIVERPOOL, 3
Tel.: NORTH 2858

ESTABLISHED 1860

W. KEEN

West End Road • HIGH WYCOMBE

Telephones: 824, 825
'Grams: "Chairs, High Wycombe."

★

PRODUCTIONS

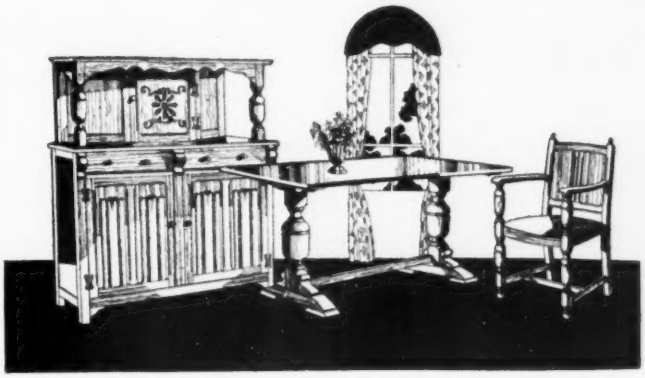
Dining-Room Furniture.

★

Firesides

★

Bedchairs



GUILDMASTER GUILDMASTER

MULTI-SPRING LTD. ANNOUNCE THE NEW

QUILTED

Multi-Foam

DIVAN SET

with revolutionary features which no other latex-foam mattress or divan possesses.

★ SELF-VENTILATING
★ PERFECT INSULATING
★ 'WONDER-DOWN' TOP
★ QUILTED FOR COMFORT
★ LATEX-FOAM CENTRE OF MATTRESS IS AVAILABLE IN BOTH 6" & 4" DEPTHS

AT LAST!

The most luxurious Latex-Foam Mattress yet produced

Patent applied for

Retail Prices:

3 ft. Set Complete with Multi-Foam	4 ft. 6 in. Set Complete with Multi-Foam
Super-Six Mattress & Headboard £30 5 6	Super-Six Mattress & Headboard £41 18 0
Super-Six Mattress only £20 16 6	Super-Six Mattress only £29 9 3
Super-Four Mattress only £15 7 9	Super-Four Mattress only £20 17 3

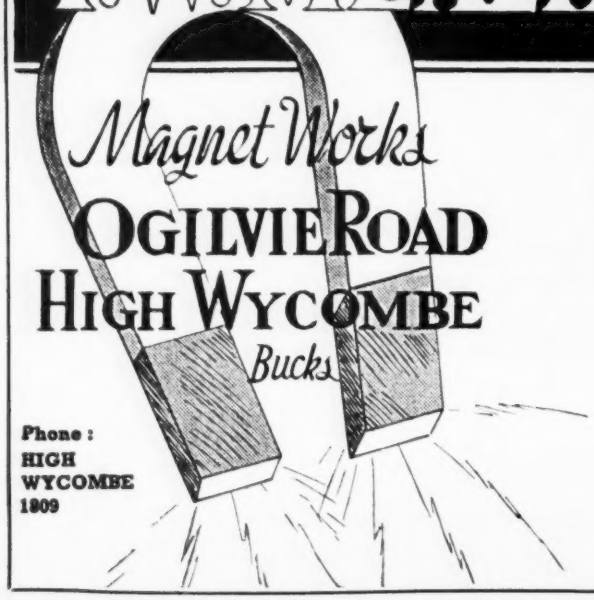
Write for Brochure or Visit our Showrooms—

MULTI-SPRING LTD · 2 HANOVER STREET

REGENT STREET, LONDON, W.1 Telephone: MAYfair 4060

T. W. MEALING & SON

LIMITED



Magnet Works
OGILVIE ROAD
HIGH WYCOMBE
Bucks

Phone:
HIGH
WYCOMBE
1809

FURNITURE
MANUFACTURERS

DINING SUITES
CHAIRS AND
DRESSING STOOLS

Sells like magic!

STONEHILL

Britain's most popular dining room suites

Once again Stonehill have found the magic of anticipating the trend of public choice. Stock Stonehill and watch it vanish from your showrooms. It sells and sells and sells.

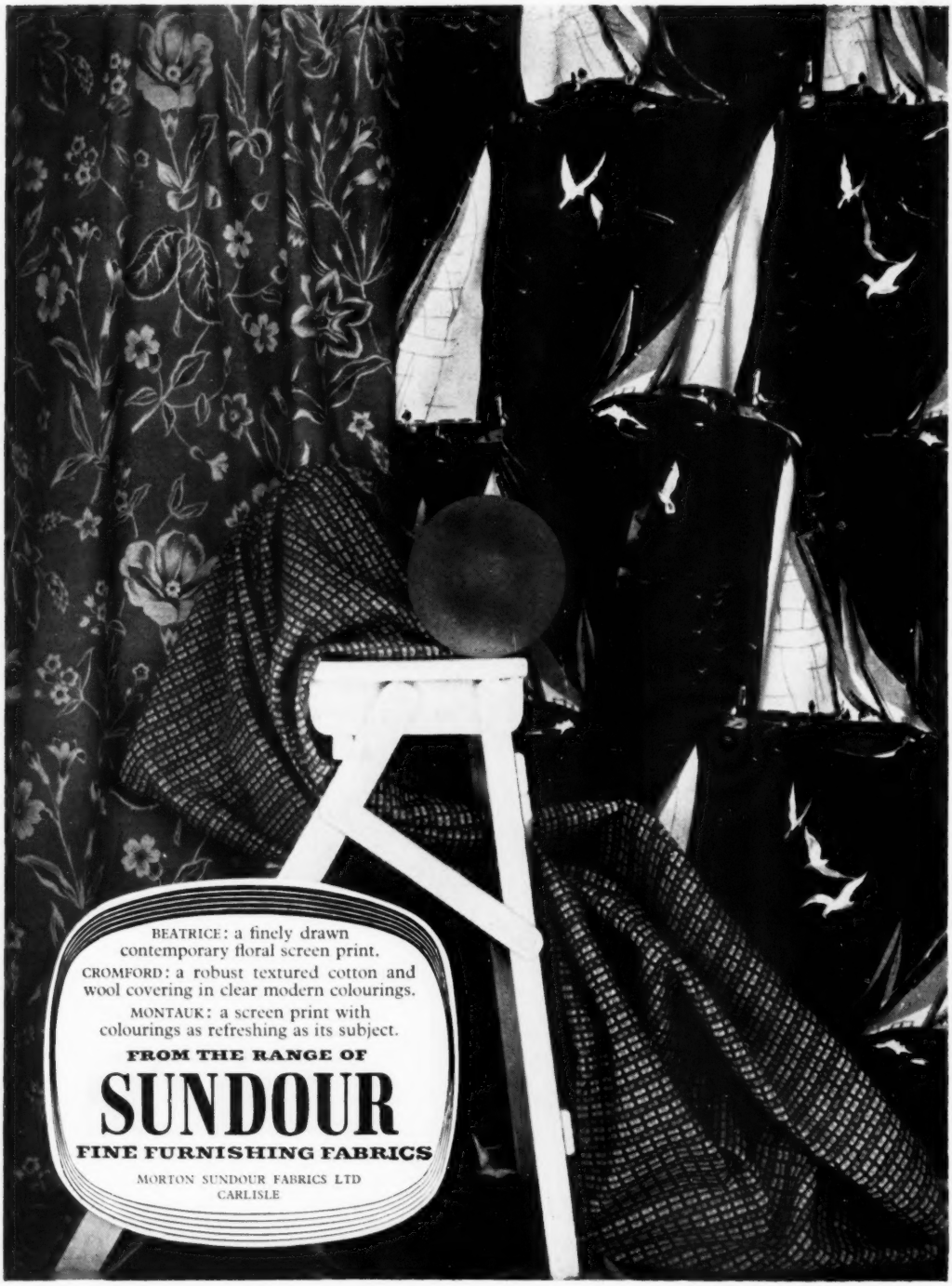
The 'ASCOT' Mark 2 Figured walnut Cocktail Dining Room Suite.

The beautifully made 'Ascot' Sideboard contains a Cocktail Cabinet, Wine Cupboard (both lined with eyeamore); Cutlery and Linen drawer and large cupboard space. The Cocktail Cabinet can be fitted with an electric strip light which operates when the flap is lowered. As the Cabinet opens, the interior slides forward revealing the two special shelves for glasses and decorative stand for mixing drinks. This suite can be supplied with Draw-leaf, Gate-leg or Boardroom Tables. Dining Chairs have sprung seats and can be supplied in leather cloth or Florentin.

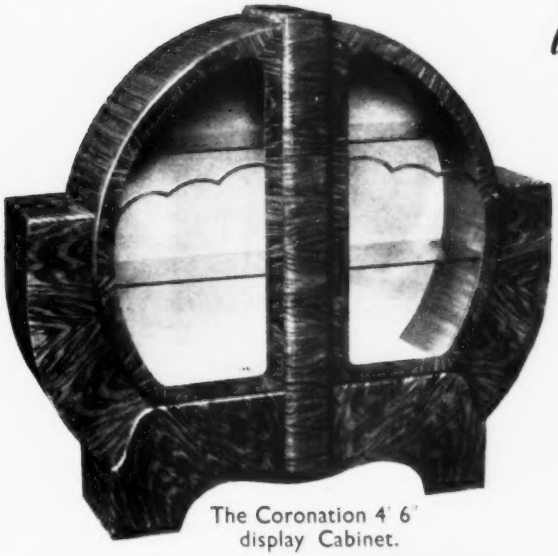
STONEHILL FURNITURE

STONEHILL FURNITURE LTD.
ANGEL FACTORY COLONY, EDMONTON,
LONDON, N.18. *Telephone:* TOTtenham 6721 (PBX)

T.46


BEATRICE: a finely drawn contemporary floral screen print.
CROMFORD: a robust textured cotton and wool covering in clear modern colourings.
MONTAUK: a screen print with colourings as refreshing as its subject.
FROM THE RANGE OF
SUNDOUR
FINE FURNISHING FABRICS
MORTON SUNDOUR FABRICS LTD
CARLISLE

'RECORD' Furniture

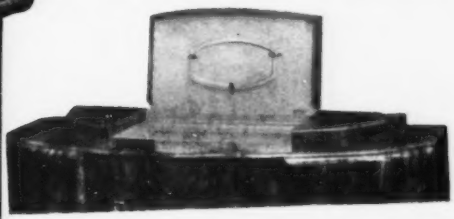


The Coronation 4' 6" display Cabinet.

A selection for your window display in

Coronation Year...

The Coronation 4' 6" Dining Room Set.



N.B.—With draw leaf or fixed top table.

A. HUBBERSGILT LTD.

ESTABLISHED 1910

PROGRESS WORKS
EASTERN AVENUE WEST
ROMFORD, ESSEX

Telephone: ROMFORD 9881 (6 lines)
Telegrams: HUBBINET, ROMFORD

The Shimmering NEW Leathercloth

FLEURETTE

The sensationally new upholstery material. Shimmering floral design embossed on washable P.V.C. fabric

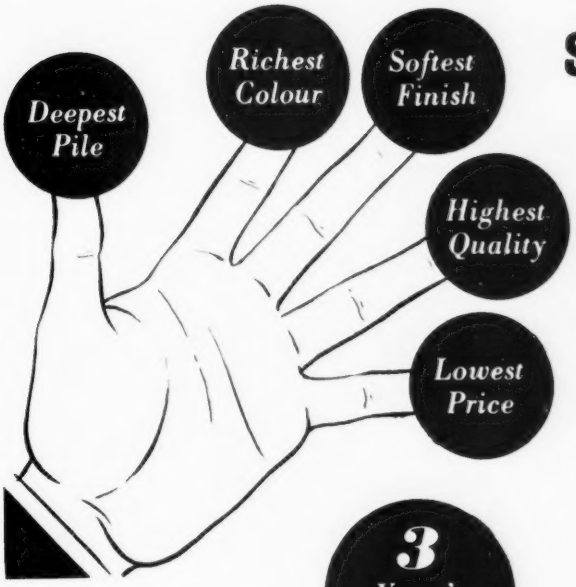
Write or phone for samples and details to:—

ARLINGTON PLASTICS DEVELOPMENT LIMITED

Sole manufacturers of 'Fleurette'

ARLINGHIDE WORKS, BARRETT'S GROVE, LONDON, N.16
Telephone: Clissold 6381-2-3

YOU CAN'T COUNT THE *LAMTEX* SALES ADVANTAGES ON THE FINGERS OF ONE HAND!



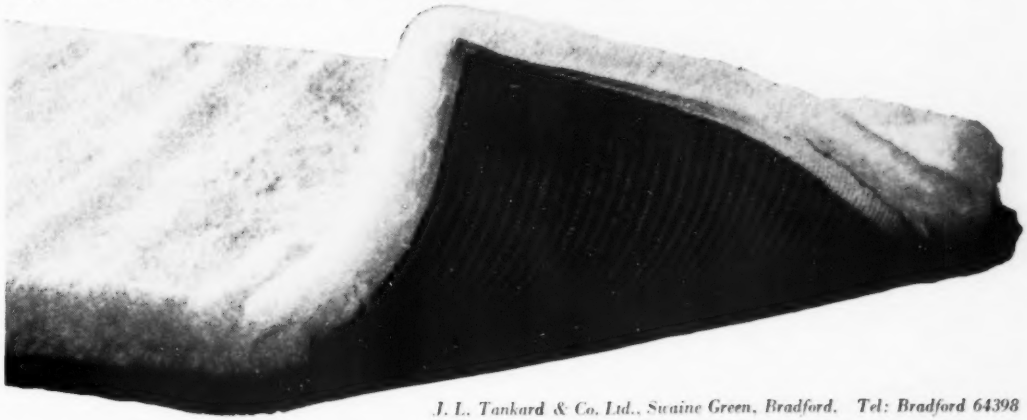
3 Years' Guarantee

There's more in the Lamtex than meets the eye. It is a welcoming rug. It is a hard wearing rug. It is an inexpensive rug. So good is it, through and through, that the makers cover it with a 3 years' guarantee. The Lamtex is a sales maker—a goodwill builder—a "customer pleaser".

Made of pure, unadulterated wool, deep, soft, warm and luxurious. Supplied in 5 popular sizes; oblong, bow and oval shapes; and in 6 lovely colours—Black, Rust, Old Gold, Apple Green, Beige and Off White.

Tankards are also producers of the famous Cindrella and Tankraft Curly Pile Rugs. The Cindrella is the highest quality rug in the low price field and the Tankraft (of pure mohair) is the lowest price curly pile rug in the quality field. Both are made in three shapes, 14 colours and all popular sizes.

LAMTEX pure wool rugs



J. L. Tankard & Co. Ltd., Swaine Green, Bradford. Tel: Bradford 64398

Specialists
in
Wadded and Kapok
Quilts

KINBURN MANUFACTURING CO.
Wholesale Only
HOLT TOWN :: ANCOATS :: MANCHESTER 10

KNOWLES

SKLAN (Heirloom Furniture) LTD

3' 6" wide 3' 0" wide 2' 6" wide x 2' 10" high

No. 735 BOW FRONT SUITE

MAHOGANY LINED THROUGHOUT INCLUDING DRAWERS, FULL KIDNEY SHAPED DRESSING TABLE.

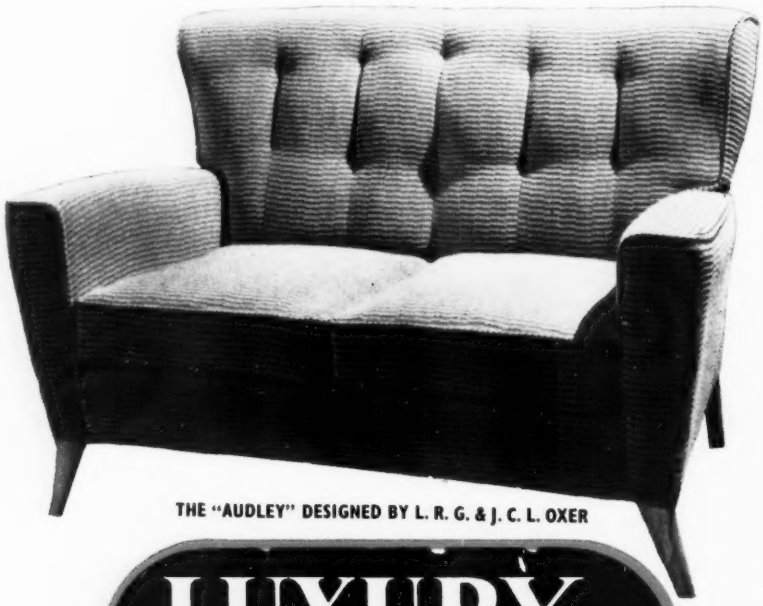
AVAILABLE IN WALNUT, FIGURED MAHOGANY AND FIGURED SYCAMORE.

Manufacturers of Heirloom Furniture Est. 1890 *Quality Furniture*

in Period and Modern Styles

MILLIS WORKS, OLD FORD ROAD, LONDON, E.3 Tel.: ADVANCE 1201/2

Presenting . . . for Your Approval



THE "AUDLEY" DESIGNED BY L. R. G. & J. C. L. OXER

LUXURY Upholstery

SHOWROOM SERVICE

Buyers are cordially invited to take full advantage of the service we offer. Bring your customers to our Showrooms, where a full range of our productions is always on show.

LUXURY UPHOLSTERY LTD.

WANDSWORTH ROAD, CLAPHAM, LONDON, S.W.8

Telephone : MACaulay 5678 P.B.X.

Sleepeezee Bedding
W. HOWARD PRICE LTD
LOWER COOMBE ST. CROYDON
TELEPHONE
CROYDON 7711 (10 LINES)

The FURNISHING WORLD
AND FURNITURE, BEDDING AND UPHOLSTERY MANUFACTURER
Vol. xxxvi. No. 640
Subscriptions 40s. per annum, post free (45s. Overseas)
180 Fleet Street, E.C.4. Tel.: CHAncery 8844 (15 lines)
May 1, 1953

Northern F.M.A. Sections Dissolve Partnership

Financial Conditions Mean "Drastic Pruning": Brooke Skilbeck Retires

THE Northern Furniture Manufacturers' Association is to be reconstituted at the end of the present financial year (November 30), and, because of financial conditions, Mr. George Brooke Skilbeck is to relinquish the position of secretary, which he has held for 27 years.

This news is contained in an official statement issued by the Association on Tuesday.

The statement begins by saying that the reconstitution is made necessary by the decentralisation of the two affiliated sections.

It continues:—

"The Durham and Northumberland section will return to the independent status it held in 1944, and the remainder of the association will continue as the Northern Manufacturers' Association.

After 27 Years

"Owing to the financial conditions caused by this dissolving of partnership, the secretariat of the Northern Furniture Manufacturers' Association will have to be pruned drastically, and it is with regret that the council announces that the present office will be closed down in November, and that Mr. Skilbeck will retire from the position of secretary, which he has occupied for 27 years.

"During his secretaryship, Mr. Skilbeck has seen the association grow from the Yorkshire Federation of Furnishing and Allied Trades with 20 manufacturers and 50 retailers, to a large mixed federation with nearly 600 retailers and 132 manufacturers, and then to its present position as a purely manufacturers' association with 125 members in Yorkshire, Durham and Northumberland.

"Mr. Skilbeck served on many National committees connected with the pre-war association of federations, including joint secretaryship of the Furniture Section Committee of the British Industries Fair for a number of years, and membership of the Trade Board for the Industry, and has served continuously on the B.F.M. Council and several of its committees since the founding of that body.

"It is hoped that his connection with the trade will not cease with the relinquishment of his secretaryship of the Northern Furniture Manufacturers' Association. Although he has not yet formed any plans for the future, he hopes to find some position within the industry."

Mr. G. Brooke Skilbeck.

BIG SUNDERLAND FURNITURE FIRE

DAMAGE estimated at several thousands of pounds was caused last week when fire swept through the furniture manufacturing section of Liverpool House, Sunderland. The factory was almost completely burned out and valuable machinery severely damaged.

Mr. F. P. Ainsworth, accountant to W. C. Thompson, Ltd., owners of Liverpool House, told a *Furnishing World* reporter: "This could not have happened at a worse time. We are extremely busy with special orders for fitting out bars and hotels for the Coronation and there is our normal contract work for shipping.

"We shall, however, be able to maintain production as arrangements have already been made for other premises to be taken over to enable contracts to be completed. The retail side of the company's business is not affected."

Sunderland Fire Brigade battled against the flames for two and a quarter hours and the damage would have been even more extensive had it not been for steel doors separating the factory from store rooms.

Payment of Furnishing Staffs During Illness

N.A.R.F.'s Advice on New Contracts

NO provision is made in the Retail Furnishing and Allied Trades Wages Council Orders limiting the employer's liability for payment of wages during the employee's absence owing to sickness.

The legal position is that unless there is a contract to the contrary it will normally be implied that there is no suspension of the right of a weekly or monthly paid servant to his wages because of illness and temporary incapacity to work.

Temporary illness with incapacity to work is not a good ground for discharging a servant, but permanent incapacity caused by illness justifies an employer in treating the contract of service as frustrated.

The avoidance of payment of wages during illness might legally ensue from an implied term of the contract, even in the absence of a special arrangement, although, of course, it is self-evident that such an arrangement would put the question beyond doubt.

N.A.R.F. has drawn up in consultation with its solicitors a contract of employment form which sets out terms and conditions of service and the period of notice which must be given to terminate an engagement.

It is suggested that existing contracts which do not protect the employer from liability for paying wages during illness should be terminated by proper notice before a new contract is signed.

The Association's agreement should bear a sixpenny stamp which should be cancelled by the signatures of the parties signing over it.

This contract limits liability for payment of wages during illness to the provisions on the reverse side in respect of all employees governed by the Retail Furnishing Wages Council Orders, i.e., 18 days in any year, where the employee has been employed for more than six months and up to five years; and to 36 days in any year, where the employee has been employed for more than five years, in both cases subject to deduction after the first three days of National Insurance benefits received.

For workers not governed by these orders, e.g., those who come under the National Labour Agreement for the Furniture Joint Industrial Council, clause 4 of the contract should be deleted together with the sickness absence pay clause. Such workers, being hourly-paid workers, the question of payment of wages during illness does not arise.

Copies of the Contract of Employment form can be supplied to members of N.A.R.F. price 3d. a copy, or 12 copies for 2s. 6d. and *pro rata*.

New Carpet, Lino Warehouse for Newcastle

The carpet section in the new Newcastle warehouse of John Hadfield & Son (Carpets), Ltd. It is at 44 Stowell Street (Tel. 26811). Joint managers are A. Dawson and F. Wild.

Lower Tax On Textiles?

Labour M.P.s' Motion

ONE of the most controversial points during the consideration of the Finance Bill is likely to be the absence of any reduction of purchase tax on textiles in the Budget.

Six Socialist M.P.s, including the former President of the Board of Trade, Mr. Harold Wilson, have tabled the following motion:—

"That this House calls the attention of H.M. Government to the serious decline in exports of cotton and rayon textiles last year; believes that the present purchase tax retards the expansion of our export trade.

"That it discourages the development of new lines, that it distorts the pattern of the production, that it lowers the quality of goods and restricts the production of high-quality goods upon which our export trade depends to an important degree.

"That it produces uncertainty in an industry which is already losing manpower, and that it artificially and unfairly raises the price of clothing and domestic textiles to the public; endorses the protest made to the Chancellor of the Exchequer by the leaders of 17 trade associations and trade unions representing almost every important section of the cotton and rayon industries at the Government's decision to withhold the benefit of purchase tax reductions from those industries.

"And therefore calls upon H.M. Government to safeguard employment, stimulate exports and lower the cost of living by abolishing or reducing this penal tax."

Scope for Debate

The motion may be debated on a Supply Day. Conservative M.P.s representing textile constituencies are likely to support the motion in the debate, though not in the division.

The last Budget resolution rules out the possibility of an amendment to the Finance Bill being moved on similar lines, but the discussion of the clauses relating to purchase tax reduction is certain to provide opportunity for raising the subject.

Change of Address

THE Timber & General Mutual Accident Insurance Association, Ltd., formerly of Regis House, King William Street, E.C.4, has moved to Norfolk House, Laurence Pountney Hill, Cannon Street, E.C.4.

Hotels Buying Furnishings From Wholesalers

N.A.R.F. Counters With Retail Discount List

SOME hotel and boarding house keepers are under a misconception about the terms on which they can purchase from retailers, soft furnishings for use in their establishments.

The British Federation of Hotel and Boarding Houses Association has therefore recommended its local associations to deal direct with a wholesale firm.

This matter has accordingly been taken up by N.A.R.F., which has been asked to supply the B.F.H. and B.H.A. with the names of retailers and the discounts they are prepared to offer for the supply of bed and table linen, towels, curtains, furnishing fabrics, covering materials and carpets.

It is proposed to circulate this information to hotel and boarding house keepers in the magazine published by their federation.

N.A.R.F. has therefore asked its members to name the discounts they are prepared to allow for the supply of the articles named above.

. . . and Hotels Now Get Discounts on Bulk Mattress Supplies

THE National Bedding Federation and N.A.R.F. have made a new agreement within the terms of the Code of Trading Practice of the British Furniture Trade Confederation, providing for discounts to hotels and boarding houses who order bulk supplies of mattresses, as follows:—

1. Minimum Order. For orders of less than 12 in number, no discount will be provided by manufacturers, and supplies must be at listed retail price.

2. Discount to Hotels. For orders of 12 and more the following discounts off the listed retail prices will be granted to hotels:—

From 12 to 25 mattresses, 7½ per cent; from 26 to 50 mattresses, 15 per cent; from 51 upwards, 17½ per cent.

3. Nominated Retailer to be Credited. A retailer nominated either by the hotel or by the manufacturer to be credited with the difference between the normal retail margin and the above-mentioned discounts.

4. Additional Discount to Retailers. In order to encourage retailers to canvass this business and to undertake responsibility for the payment of accounts, manufacturers will offer the following additional incentive discounts off the wholesale prices:—

From 26 to 50 mattresses, 2½ per cent; from 51 to 100 mattresses, 5 per cent; from 101 upwards, 7½ per cent.

It is to be clearly understood that these additional discounts off manufacturer's prices are available only to those retailers who accept responsibility for the payment of the manufacturer's invoice.

5. Counting - House Discount. Where the retailer accepts responsibility for payment of the manufacturer's account (i.e., where the price payable by the hotel is invoiced by the retailer) he will, of course, also be entitled to deduct the usual counting-house discount calculated on the net price payable to the manufacturer provided payment is made within the time limits.

6. Delivery. Normally, manufacturers will deliver bulk supplies of mattresses direct to the hotel if requested to do so.

7. Name. Where retailers order bulk supplies of mattresses for hotels, whether for delivery direct or not, the name of the hotel must be divulged to the manufacturer.

The aforementioned agreement comes into effect immediately and revokes the previous agreement made in 1948.

Co-op. Buys Furnishers

PARKSTONE and Bournemouth Co-op. have taken over the furnishing business of Mr. F. J. Banks, of 52 High Street, Poole, who is retiring.

His whole stock, together with clearance lines from the Co-op. warehouses, is being offered for sale at bargain prices.

New Sales Manager for Cintique

MR. P. J. M. ROWE has been appointed sales manager of J. Cinnamon, Ltd., manufacturers of "Cintique" chairs.

Mr. Rowe was born in Exeter in 1918, where his family have for many years traded as Mark Rowe & Sons, the well-known furnishers.

He was apprenticed to Maple & Co., Ltd., Tottenham Court Road, in 1933, and left there at the end of 1938, when he joined William Birch, Ltd., High Wycombe, as Midland representative.

After war service he returned to William Birch, Ltd., and was made a director of the company in 1948; he has been sales director up to the present time and resigned recently to take up his new appointment.

G.U.S. Making Big Canada Push

AN allocation of dollars has been made to a subsidiary of Great Universal Stores to buy a minority shareholding in Woodhouse, Ltd., Montreal.

This follows Mr. Isaac Wolfson's recently announced intention of developing his Canadian interests and that he has already stocked up the 91 stores of Woodhouse in Canada to extend its retail interests.

Woodhouse's retail sales in Canada last year were higher than before. It is anticipated that sales and profits should both improve under the new arrangement.

On longer term plans Mr. Wolfson intends to enter into the mail order field on lines adopted already by G.U.S. in Britain. Arrangements have been made in Canada to provide finance for this particular programme.

New Showrooms in Liverpool

EXTENSIVE showrooms were opened last Saturday at 6-8 Wood Street, Liverpool, 1, by Perrins' Furniture Co., Ltd., of 8-10 Houldsworth Street, Manchester, 4.

The manager will be Mr. James Riley, who has been promoted from Manchester.

Furnishers Now Have Big Chance To Expand

N.A.R.F.'s Exhibitions Plan—and National Bedding Fortnight

WEST Country furniture retailers were told by their National president, Mr. S. Latin, at Torquay on Monday that with the change from a sellers' market to a buyers' market they now had immense opportunities to expand trade.

Speaking at the annual meeting of the South-Western area of the National Association of Retail Furnishers at the Carlton Hotel, Mr. Latin said: "We have to get back to the old pre-war days when undoubtedly trade was difficult and we had to apply our minds to selling furniture.

"Now controls have gone some of us may feel that the loss of some of the cushion and security the controls created is perhaps to be deplored and now that we have to use very largely our own initiative we view with a little trepidation."

Mr. Latin stressed the importance of attracting trade and said the Executive had many ideas in mind for publicising their merchandise through the medium of exhibitions. They were also thinking of having a National Bedding Fortnight with the co-operation of the bedding manufacturers.

Mr. D. W. Edwards, National secretary, discussing the lifting of controls, accused many traders of having short memories and thinking because they were now free all their troubles were removed. They tended to forget that during the arduous days during and after the war many of them would have found it difficult to carry on had it not been for the National association.

Presenting his report the retiring chairman, Mr. F. D. Johns (Redruth), said trade had severely fallen off in the last 12 months. Much of the blame he thought lay with the present-day poor salesmanship even though now was the time when salesmanship counted. Unfortunately, however, some of the young salesmen were not as good as their counterparts before the war.

Referring to purchase tax as "the one black spot in the year," Mr. Johns declared: "We felt a considerable difference with the cutting of tax by 25 per cent and the loss in some establishments must be very great indeed. We have to go on pressing and see if we can get any compensation from the powers that be."

At a luncheon before the meeting Mr. J. S. Biddick (Bridgwater), the newly-elected chairman, appealed for closer co-operation between manufacturers and retailers. He said the retailer's job was not an easy one, adding: "We are the section of the trade who stand the loss of purchase tax more than any other section.

"The public has become very choosy with the reduced spending power and selling is not easy any more. I feel such an organisation as ours gets a certain amount of suspicion from the public who feel we are trying to keep prices up.

"If we could get home to them the fact that we are working for them constantly and trying to keep prices down they would realise we are their friends and not their enemies."

Replying to the toast of the West of England and South Wales Furniture Manufacturers' Association, Col. J. N. Oliver, the president, agreed that the two sides of the trade could get together more than they did. His side of the trade felt the greatest sympathy on the tax question and was prepared to support wholeheartedly anything that could be done to remove the anomaly.

Furniture Branding

Referring to the branding of furniture, Col. Oliver commented: "Our association is very much in favour of the manufacturer's name and trade mark appearing on every article manufactured by him. It is our contention that that is the biggest safeguard you and the public can have because no manufacturer of any repute wants ever to let an article go out unless he is willing to stand by it and support you and himself with your customers. We do not want to use it as an advertising medium."

Officers elected were: Chairman, Mr. J. S. Biddick (Bridgwater), vice-chairman, Mr. P. D. Prater (Plymouth), hon. treasurer, Mr. F. S. Elston (Exeter), secretary, Mr. A. Denning (Exeter).

Famous Models at Furnishing Show

"World" picture shows Mr. P. Peters, manager of Newhouse Furnishings, Ltd., on the firm's stand at the North London Exhibition, with the famous international mannequin, Mlle. Irene Masure, and her companion models.

N.E. Firm Opens TV Sections

TO meet an increased demand for TV sets consequent upon the opening next month of a station to serve the North-East at Pontop Pike, Sams, the North-East furnishers, have opened television departments in their branches at Stockton, Middlesbrough, West Hartlepool and Darlington.

Deaths In The Trade

Mr. G. W. Bartlett

FOR 60 years a leading figure in the High Wycombe furniture industry, Mr. George William Bartlett, has died at Reading at the age of 84.

He had been actively associated all his life with the High Wycombe firm of William Bartlett & Son, Ltd., founded by his father, Mr. William Bartlett, in the middle of the 19th century.

As head of the firm he built the firm's present premises at Sheraton Works, Grafton Street, High Wycombe, in 1901.

He was one of the founder members of the old High Wycombe and District Furniture Federation.

He leaves three sons and three daughters. Two of the sons, Mr. H. W. Bartlett and Mr. R. W. Bartlett, are directors of the present firm.

* * *

Mr. J. Sweeney

WE regret to report that Mr. James Sweeney, general office manager and assistant sales director of Barry Ostlere & Shepherd, Ltd., the Kirkcaldy, Fife, linoleum manufacturers, died at his home, 12 Methven Road, Kirkcaldy, at the age of 60.

The chairman, directors, and staff of the firm, together with many business friends, attended the requiem mass for the funeral. Mr. Sweeney is survived by his wife, one son, and two daughters.

* * *

Flock Man's Will

Mr. William Rhodes, of Iliff House, High Street, Birstall, senior director of John Rhodes & Sons, Ltd., flock manufacturers, Anchor Mills, Batley, left £12,349 (net £12,232.)

Sheffield Firm Rebuild Store

REBUILDING work has started on the Fargate, Sheffield, store of Proctors, Ltd., furnishers and drapers, which was badly damaged by fire just before the end of the last war.

Much of the upper floor space was made unusable and the back of the buildings was destroyed.

Since the fire some departments have been accommodated in the large store of James Woodhouse & Son, furnishers, which is opposite Proctors.

For the past four years the furniture, carpets, and soft furnishings have been housed in a basement under the Cinema House, a few hundred yards from the main store.

"Buy Only British Carpets For The Army"

M.P.'s Questions in the House

FOLLOWING exchanges in the House of Commons on Budget Day on War Office expenditure of £670,000 on carpets during 1951-52, and an assertion by Mr. Gerald Nabarro, M.P. for Kidderminster, that the great bulk of the carpets were of foreign origin, Mr. Nabarro has tabled the following Parliamentary questions to be answered by the Minister (Mr. Anthony Head) on Tuesday, May 5:—

(1) What steps he is taking to prevent a recurrence of the matters related in Section 20 of the Comptroller and Auditor General's Report on the Army Appropriation Account, 1951-52, entitled Local Purchase of Carpets by Army Commands; how much of the expenditure of £670,000 on carpets was in respect of carpets of Kidderminster and other British manufacturing origin; and how much represented expenditure on carpets manufactured overseas and imported.

(2) Whether he will give an instruction to his staff at War Office and Commands that only carpets of British manufactured origin are purchased for the use of the British Army at all stations, at home and overseas, and.

(3) Whether he will institute a policy of "Buy British" for all manufactured goods and chattels required by the British Army serving at home and abroad excepting only perishable goods and/or foodstuffs where local conditions abroad make exceptions from a "Buy British" policy inescapable.

Co-op. Furnishing Sales

Furnishing sales amounting to £713,493 are shown in the half-yearly report of the **London Co-op.** for the period ended March 7, 1953. This was a decrease of £39,711, or 5.27 per cent.

The **Watford Co-op.'s** half-yearly report says that trade in the furnishing department totalled £39,624, compared with £37,745.

Furnishing sales of £116,616 are announced in the **Dartford Co-op.'s** report for the half-year ended March 7. This was an increase of £18,276, or 18.6 per cent over the corresponding period of last year.

N.E. BRANCH FOR N.A.R.F.

A North-Eastern branch of the National Association of Retail Furnishers was formed at a meeting in Newcastle-on-Tyne on Tuesday. The chairman is Mr. William Robson, a member of the Furniture Makers' Guild. Full story next week.

Patrick Thomson, Ltd., Edinburgh, a House of Fraser store, celebrated six months' of alterations and reorganisation of every department with a bargain week.

Kendal Milne's Effort for F.T.B.A.

To aid the F.T.B.A. funds, the furnishing department of Kendal Milne, Manchester, held a dance in their store last week. It was attended by 300. Were carpets the topic when (left to right) Mr. James Manson, Northern representative of James Templeton's, Mr. John Anderson, buyer in carpet department at Kendal Milne, and Mr. Walter Evans, Northern representative of Quayle & Tranter, got together at the dance?

Viewpoint

MANY in the furniture industry will be profoundly sorry to read to-day of the retirement of GEORGE BROOKE SKILBECK from the secretaryship of the Northern Furniture Manufacturers' Association. The reasons given for his retirement are "financial conditions" resulting from the Durham and Northumberland section's decision to become an independent body; resultant "drastic pruning" of the secretariat; and the closing-down of the present Northern offices.

This is a domestic matter, the sole concern of the Association, but we feel there will be widespread regret that this step has been found necessary.

★★ We have known GEORGE SKILBECK personally for all the 27 years in which he has been working for the cause of furniture trade organisation, and we are certain that the Council of the N.F.M.A. must feel with us the greatest regret that the services of such a fine stalwart should have to be dispensed with.

In our report in this issue some details are given of the work that he has done for our industry. But there are other facts not so well known.

★★ Nearly three decades ago we remember him as one of the early band of pioneers (including the late H. E. TAYLOR, A. WARNE BROWNE, METHUEN FLUDER and WILLIAM KYLE) who were trying to bring order out of chaos, to weld the industry together as an organised force. He, with the others, worked not only for the building-up of strong local associations but for the establishment of a national body representing the whole industry. He saw some result of his work—and his beliefs—with the foundation of the B.F.M., on several committees of which he has served since the forming of that body.

Apart from this general activity, GEORGE SKILBECK has been responsible for several personal triumphs.

★★ It was he who was responsible for the "fadeless fabrics" guarantee some years ago. It will be remembered that the retailer had no warranty from the manufacturer at that time, and it was through his personal efforts that eventually retail traders obtained a two-years' guarantee.

Many will also remember his "Utility Buyers' Guide," a production which was of immense benefit to the industry. Issued first to members of his own federation, including some 600 retailers, it was soon in demand by traders in all parts of the land and in many countries overseas.

When the B.I.F. was our chief furniture exhibition he was joint secretary of the Furniture Section Committee for a number of years; he was a member of the Trade Board for the Industry; and has held many other high positions in the trade.

★★ We believe that GEORGE SKILBECK will feel it a serious wrench to retire, after all these years, from work that has been so close to his heart and which he has tackled with undoubted ability and cheerfulness.

We can only hope that his capabilities, knowledge and experience will not be lost to our industry, and that, in some way or other, we may still have the benefit of his counsels.

F.T.B.A. News

"Ashes" Match June 10

THE F.T.B.A. cricket match between London and High Wycombe will be played at the Wimbledon Cricket Club ground on June 10.

There will also be a garden party and a band has been engaged for dancing in the evening.

It has been suggested that a High Wycombe chair shall be burnt to provide the "Ashes."

Any member of the trade who would like to play should communicate with Mr. John Allen, of W. Leet & Son, Ltd., 104-112 Curtain Road, E.C.2, in the case of London, and Mr. P. R. Williams of Bristow & Townsend, Ltd., Desborough Park Road, High Wycombe.

Play will start at 11.30 a.m. Admission to the ground will be 2s. 6d. A limited number of tickets for lunch, tea and dancing are available at £1 1s. Tea and dancing only is 10s. 6d.

It is hoped that Captain A. F. Buckingham, captain of the Wimbledon team, will lead the London side.

. . . Blackburn Golf June 17

THE ninth annual Golf Competition organised by the Preston, Blackburn and District branch of the F.T.B.A. will be held on the Fairhaven Golf Club, on Wednesday, June 17.

The team shield, with individual prizes for members of the winning team, will again be competed for and it is hoped that teams will be entered from: Manchester, Liverpool, Preston and Southport, Bolton and Chorley, Fleetwood and Lancaster, Blackburn, Accrington and Burnley, Warrington, Wigan and St. Helens.

Particulars may be obtained from Mr. C. F. Jackson, 10 Duchy Avenue, Fulwood, Preston.

15s. a Week More for Co-op. Workers?

AN extra 15s. a week for about a quarter of a million workers in the Co-operative movement is being sought by the Joint Trade Union Committee, an organisation representing six trade unions, including the Union of Shop, Distributive and Allied Workers.

It is the first wage claim to be put forward since the Budget.

Furniture Firm Makes TV

MATTHEW SPEARS & CO., LTD., of Kirkcaldy, have now entered the TV and radiogram field.

They announce the manufacture of a 17 in. cathode tube TV set which is standard for all models, and three-speed double-needle-head fully-automatic radiograms.

Cabinets are of a new design and quality of tone and finish are claimed to be equal to anything on the market. The firm also announces that it will shortly add projection TV to the range.

personally speaking...

NEWS OF PEOPLE YOU KNOW

Appointment

Mr. J. D. Carter now represents Christie-Tyler, Ltd., and Western Upholstery, Ltd., in S. London, Kent, Bucks and Oxford.

I HAVE a most remarkable coincidence to report this week. Last Friday I received a note from **Phil Freeman,** a director of the Clarence Chair Works, Ltd., Leeds, which told me that at Northallerton Golf Course on April 13 he holed in one at the third hole, 170 yards, which is a bogey 3. On Monday came a letter from **F. H. L. Sanderson,** who represents Stonehill Furniture, Henry Wilkin, H. J. Berry & Sons, I. Barget, and A. Shapiro North of the Tweed. From this I learned that he, too, had recently holed in one at the 16th hole on Peebles Golf Course. I am sure their many friends in the trade will wish me to send congratulations to these two gentlemen and hope that their feats received due honour at the "19th hole."

☆ ☆

MY roving reporter tells me that **J. E. Flower,** carpet specialist, Park Way, Ruislip Manor, Middlesex, who was recently admitted to hospital with internal trouble, is now making steady progress, and I feel that his many friends in the trade will be pleased to hear that he hopes to be out and about again by the end of the of the month. Meanwhile, his wife is running the business and dealing with all enquiries.

☆ ☆

AFTER 47 years with Thomas Wallis & Co., Ltd., **P. Aris** has given up the managing directorship. He joined Wallis's as an apprentice in 1906, became general manager in 1924, a director in 1944, and managing director in 1947. He was also managing director of the associated company, B. B. Evans & Co., Ltd., Kilburn, until it was sold early this year.

FROM the John Lewis Partnership comes news that **T. O. Fry** is now central buyer for the garden furniture department. This is confirmation of an acting rank.

☆ ☆

NOW representing Ronson Furniture, Ltd., in South London is **J. Goss.** The Durham and Northumberland areas are covered by **J. Bromberger.**

☆ ☆

A NOTE from **S. Whiteley,** director of S. Weisbaum & Sons, Ltd., the timber importers and plywood merchants, tells me that the company have now moved to 194-200 Bishopsgate, E.C.2. (Telephone: AVEnue 1812-3.)

☆ ☆

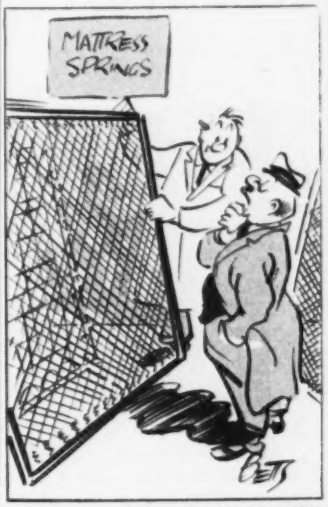
I AM told that **Leslie H. W. Wyatt** has been recommended to the board of Jones & Higgins, Ltd., the Rye Lane, Peckham, store.

☆ ☆

ON April 24, C. & A. Daniels, Ltd., Kentish Town Road, N.W.5, celebrated their 88th birthday. More than 300 guests watched film and radio star **Miss Lizbeth Webb** cut a five-tier pink and white birthday cake in the store restaurant. Those present at the ceremony included **F. S. Mackay,** managing director, **Mrs. E. E. Daniels, Mrs. J. E. Bamford, Miss D. Daniels, E. C. Daniels, E. J. Connor** and **A. A. James,** general manager. Later, during a tour of the store, Miss Webb showed keen interest in the newest productions exhibited in the furniture department, where she chatted with **A. B. Clode,** furnishing manager and buyer.

At the 88th birthday event of C. & A. Daniels, Ltd., Mr. A. B. Clode, furnishing manager and buyer (left) explains the features of a G-Plan fireside chair to Miss Lizbeth Webb in the presence of Mr. F. S. Mackay, managing director.

A Smile with Betts



"On second thoughts, I think I'll take two of them—that should stop the ruddy hens from getting out!"

☆ ☆

TWELVE-YEAR-OLD **Anthea Hill,** whose father is with Ebbutts of Croydon, told an amusing story in London's "Evening News" last week. "One Saturday," she said, "a settee was collected to be re-upholstered. The owner later telephoned that she had lost her kitten, and had the vanmen seen it? On Monday morning a faint mewing was heard. This was traced to the settee, and it was necessary to cut the hessian at the bottom of the settee to release the kitten. After it had been given a saucer of milk it was returned to its owner." How about some other stories of quaint things that have been found in upholstery and mattresses sent for remake?

☆ ☆

THE Council of Industrial Design has lost the services of their Press officer, **John Gray.** He has left to take a research post at P.E.P. Mr. Gray's successor is **Mrs. Marie-Jacqueline Lancaster.**

(Continued page 64)

NEW TEXTILE TRENDS

CORONATION AND

Three historical-pictorial designs. Above: "Tudor," a Rosebank 50-inch linen in glowing colours, based on Elizabethan embroidery.

Above: Morton Sundour's "Caledonia," a hand-screen print depicting scenes from Skye linked by trailing flowers and foliage.

Above: "Buckingham," a Morton Sundour hand-screen print on heavy lustre cotton satin showing Coronation scenes on rich background colours.

EVERY side of the fabric industry is covered by the firms now showing at the British Industries Fair, Earls Court, London. Soft furnishing exhibits form one-fifth of the large textile section of more than two hundred firms.

Contemporary and traditional designs are to be seen, and there are a large number which bear signs of Coronation influence without this being too pronounced.

Fabrics Which Make History

Actual fabrics to be used in the Coronation ceremony are a feature of the display of Warner & Sons, Ltd., whose rich cloths form the centrepiece of their impressive corner stand. Displayed in a large hanging basket are purple and crimson velvets as supplied for the Queen's ceremonial and Parliamentary robes; Garter blue velvet and crimson velvet for the caps and tunics of the State Trumpeters; cloth of gold with a real silver gilt plate thread for the stole and girdle used after the Anointing ceremony; and the crimson satin used for the chairs of the Royal Dukes. This is the fourth coronation for which Warners have provided rich and beautiful cloths.

Coronation Inspiration

This theme has been handled with subtlety and restraint, regal motifs being introduced in such a way that there is nothing of the souvenir atmosphere in their treatment.

Coronation-inspired designs include two from Morton Sundour Fabrics, Ltd.: "Kenilworth" a heavy cotton/rayon brocade with traditional rose wreath and crown motif, and "Buckingham" a 50-inch hand screen print on a heavy lustre cotton satin, showing Coronation scenes

Turnbull & Stockdale, Ltd., feature "Tudor," a design based on traditional period embroidery, incorporating the figure of Queen Elizabeth I, and the flora and fauna characteristic of the needlework of that reign.

Also from Turnbull & Stockdale is a tapestry-like pictorial print depicting the Arms of England, Drake's Hind, and other symbols of the first Elizabethan Age, in panelled motifs

AT THE B.I.F.

CONTEMPORARY THEMES

bordered by intertwining flowers and leaves. "The Golden Age," a two-colour design in linen, expresses the idea of the mythical Golden Age prominent in English culture during the Elizabethan era. Decorative lettering used for the words "Golden Age" is delicately worked into the classical scenes which form the design.

Ardil in Deep Textures

Great interest has been aroused by the nine-foot texture tapestry, designed by Tibor Reich, shown on the Imperial Chemical Industries' stand. This is woven in a mixture of ardil and pure silk, showing our history from earliest times up to the present day. The fabric is hand Jacquard woven and hand screen printed—the first time these methods have been combined in a fabric of this type.

The I.C.I. stand also shows a group of eight fabrics incorporating ardil, specially commissioned by I.C.I. and designed by Tibor Reich. The use of ardil gives additional softness and warmth to the touch. Woven fabrics include "Chiave," a bold geometrical design in three tones of natural interwoven with a gold metallic yarn, and another version in black interwoven with emerald green metallic yarn.

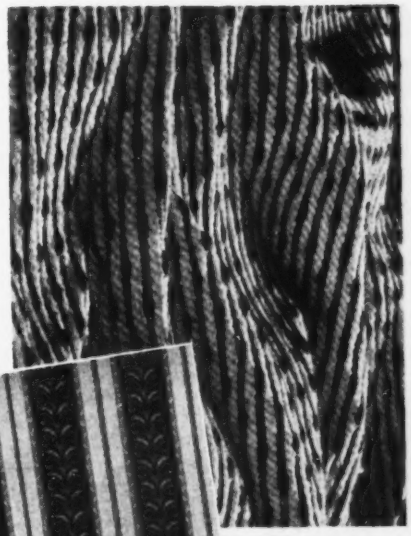
There is also a new lightweight fabric, "Texturedrape," specially designed for curtains, and a deep texture fabric married up to printed motifs.

And Fabrics of the Future

A wide range of contemporary designs are on show this year. Grafton Furnishings have spun rayon and cotton mixtures, and also feature Duplex Printed fancy cotton in semi-contemporary style. Their "Merriecolour" fully warp shrunk all-cotton comes in both contemporary and conventional designs.

Many contemporary themes are shown by Heals Wholesale & Export, Ltd., including designs by Lucienne Day, Alan Price and Michael O'Connell. Among these are prints in clear definite colours—yellow, terracotta and black.

(*continued over page*)

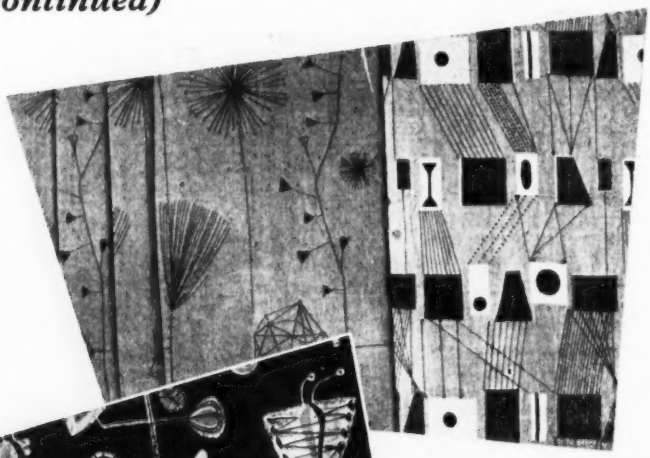


Top: Old Bleach "Kinallen" upholstery fabric with cotton warp and wool and cotton weft. In fast colours.

Centre: 50-inch damask with cotton and wool stripe, "Radlett" design from Warner & Sons. In natural with red, wine, coral or green.

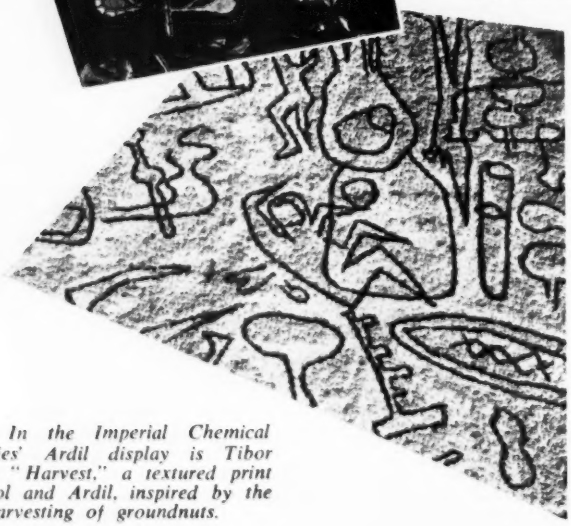
Above: Large stylised conch shells are printed on this 50-inch cretonne with small check ground, from the Rosebank range of Turnbull & Stockdale, Ltd.

B.I.F. Fabric Trends
(continued)



Top: Two Lucienne Day designs for Heals—left, "Dandelion Clocks" contemporary printed rayon, and right, "Rig," a 48-inch contemporary cotton print.

Left: By the same designer is Heal's printed linen "Small Hours," 48-inch width in sharp, definite colours including orange and lime.



Right: In the Imperial Chemical Industries' Ardil display is Tibor Reich's "Harvest," a textured print on wool and Ardil, inspired by the harvesting of groundnuts.

The Old Bleach Linen Co. stand displays a number of contemporary fabrics, including "Ardglass" an all-cotton warp and weft for both upholstery and hangings.

Brisk, gay, contemporary cretonnes, many of them reversible, are shown by Turnbull & Stockdale. One features the signs of the Zodiac, and another has an all-over design of little houses, trees and statues in sparkling colours.

Warner & Sons' contemporary range introduces an interesting new print called "Tree Roots," designed by K. Cormack, and "Aldeburgh" an irregular horizontal-stripe raised design by Marianne Straub.

The Sixten & Cassey stand is another featuring a wide range of exclusive contemporary designs.

Tying up with this trend are Everwear Candlewick, who are making a special show of contemporary styles in modern colourings, to designs by Marian Mahler, Ronald Grierson, Lucienne Day and Mary Barker. This firm also feature their Everwear ready made curtains.

Traditional and Pictorial

Among interesting pictorial fabrics is Morton Sundour's "Caledonia," a hand-screen print on heavy plain cotton depicting views of Iona Cathedral and Dunvegan Castle in contrasting colours to the foliage framing each picture.

"Conch shells"—large and stylised on gay check grounds—is a new design shown by Turnbull & Stockdale, who also show an Everglaze chintz in bold white stripes on a choice of five background shades. There is a plain matching percale for each ground colour.

Warners' new woven curtain and upholstery fabrics include "Braybrook" tissue reproduced from original 18th century curtains still in use in the famous mansion at Audley End, and the "Elton" damask in a wreath design in gold and crimson. Other new designs are "Ormesby" a screen-printed chintz and "Radlett" a cotton/wool striped damask.

A hand-printed linen in Georgian design, and a new Calpreta permanent glaze chintz are featured by Grafton Furnishings, while the Taylor & Briggs' stand shows a new Regency stripe, together with coloured woven brocades, folkweaves and prints.

Wicker, raffia and Petite designs, specially produced at the request of customers in South America and the Far East, form interesting exhibits on the stand of Duraplex (Plastics), Ltd.

Plain and printed "Duvina" is featured by Dunlop Special Products, Ltd. (Plastics Division), and a new range of plastic sheetings by P. B. Cow & Co., Ltd.

Do You Know—

RETAIL SELLING PLANS

What Your Customers REALLY Want?

A Comments Book Can Help You—and Here Are Other Methods of Consumer Research

JUST how much do you really know of the tastes of shoppers in your area? Can you honestly say that you are so much in touch with their likes and dislikes that you are one jump ahead of them the whole time—in your buying programme?

Some furnishers are in this fortunate position, and its effect is reflected in their turnover. But very many would like to know more about the people they are catering for, and are not sure what is the best way to find out the information they need to run their businesses more profitably.

One of the simplest ways of finding out these facts is to conduct your own local market research, and there are several means of doing this at a low cost.

Keeping A Comments Book

Many exhibition organisers make a practice of having a book in which visitors are asked to write their comments, sometimes signed but often anonymous, and these provide valuable evidence of the tastes of the thousands who pass through the turnstiles during the exhibition.

The numbers who enter your shop are, of course, far smaller, but their comments are just as useful to you because from them you can see a clear picture of the tastes of your locality.

Those tastes are bound to change from time to time, for various reasons. Development of new housing estates may bring younger families to your area, or the opening of new factories can mean an increase in both artisan and professional-type customers. A comments book, kept up from week to week, can indicate trends in local taste.

Customers should be invited to write their comments, favourable and otherwise, before leaving the shop. And they should be asked to indicate anything they would like to see which you do not at present stock.

Public Tell Their Tastes

Last week we suggested that it would be a good display idea to furnish two "rooms" in your shop, one with contemporary and the other with conventional pieces. In this way, you could find out the reactions of your customers to these very contrasting styles.

At the recent Council of Industrial Design Exhibition in London, showing two such contrasting rooms, a visitors' book was kept throughout the exhibition and much useful information resulted from it.

One point which kept cropping up—again and again—was a desire for furniture to *look* comfortable as well as to *feel* it, and from a number of visitors a desire for chairs and settees to look substantial as well.

Several criticised the wooden arms of the contemporary couch and chairs shown, on the grounds that this open-sided style afforded no protection from draughts, and one man pleaded for the square upholstered arm because he liked to balance his books and other belongings on the arm of his chair when relaxing at evenings or week-ends.

The lighter style settee was condemned by a man who complained that there was nowhere comfortable to lie down, and by a girl who described it as "*most inadequate for cosy petting!*"

They Help on Colours, Too

A very large number of people welcomed the use of lighter and brighter colours in the home, particularly in soft furnishings and accessories, and there was less of a demand for something which does not show the dirt.

On the other hand, quite a few younger men found the sharper colours used in contemporary furnishings too stimulating for the home, preferring quieter and more soothing shades. One wrote: "*As a brainworker, I like to relax at home, and could not do so with these dazzling effects.*"

Women looked at most of the items from a practical standpoint, many giving their preference to lighter contemporary furniture which was easy to move when cleaning, and to the brighter colours among which they preferred to spend their time. But pleated lampshades were condemned as "dust traps" by at least one visitor. Narrow slats to backs of chairs were criticised for the same reason.

Men and women alike asked why bookcases were offered without the protection of a glass front, causing so much extra dusting work and damage to books.

Generally the majority of visitors approved the sparing use of ornamental touches on furniture, and those who liked cushions in their rooms demanded that these should be large and comfortable instead of small and fussy.

An objection to what she regarded as the "monotony" of contemporary furniture was made by one woman who discovered that there were exactly 68 of the splay-type legs in the contemporary-style room, every item being finished in this way for lightness and mobility.

(*continued over page*)

These Facts on the Public's Furnishing Tastes came from only one "Comments Book" . . .

1. **We like chairs to look comfortable as well as feel it.**
2. **Contemporary rooms are all legs: this one has 68 splay legs.**
3. **Give us furniture that's easy to move when cleaning.**
4. **As a brainworker, I like to relax and don't want dazzling colours.**
5. **Pleated lampshades harbour the dust.**
6. **Bookcases should always have glass fronts.**
7. **Furniture needs very few ornamental touches.**
8. **I like cushions to be large and comfortable, not small and fussy.**
9. **These angular settees are no good for courting couples.**
10. **I balance books on the arm of my chair—that's why I want the square arm type.**

Taking the Furnishing Store to the Customer

New Scottish Project By The Woodhouse Group

The Woodhouse mobile furniture exhibition. The drop-down sides of the truck carry details of hire-purchase terms for furniture displayed.

A NOVEL retail selling project—the city furnishing store visiting the village green—has been launched by Woodhouse's Store, Glasgow, subsidiary of the George Hopkinson organisation.

Now touring the Border country and scheduled to cover Scottish village communities in the next six months is a fifty-foot truck, constituting a travelling furniture showroom.

The truck, which is provided with folding sides, is driven to the village green or market square, and there local residents who normally shop by post are invited to step inside the showroom and inspect the furniture on view.

The showroom can be adapted to display a fully-furnished house with up to six rooms—three on either side of the truck.

A team of three travelling salesmen man the exhibition, and link up with the local mail-order team who have publicised the mobile showroom in advance.

Orders are taken on the spot for "repeats" of the articles on display, and customers are promised delivery within twenty-four hours.

The travelling showroom was brought to Scotland after a "dummy run" in Wales, on the initiative of Mr. G. F. Rowe, area supervisor for the Hopkinson organisation. At present the exhibition represents the Woodhouse branches of Glasgow and Edinburgh.

An official of the Hopkinson organisation explained the project to *Furnishing World*: "As far as we are concerned it is the answer to the people who shop by post and who do not have the opportunity of seeing and inspecting the required item 'in the flesh.'"

The showrooms, at present in the Border country, comprise a bedroom, dining-room and lounge, together with a display of occasional furniture and pianos.

There is a special section containing radio and television sets, and the vehicle is equipped with a TV aerial so that demonstrations can be given to prospective viewers.

The furniture displayed is in traditional style—"We find that the Scots folks still stick by it and seem little interested in items of contemporary design."

Good Use of The Comments Book

(from previous page)

A very significant theme which recurred frequently was a desire for guidance on combining the two styles. The following type of remark occurred a number of times:—

"I would like a compromise, consisting of the upholstered suite of the 'best-sellers' room and the table, bureau and sideboard in the contemporary room."

"We feel it is a pity that we could not see a third room which mingles the two styles to the advantage of both."

"Many people would retain some of the substance of the 'best-sellers' furniture with the accessories of the contemporary room."

"I prefer the contemporary type, and if furnishing afresh would buy it. It is light and easy to clean. But having a nucleus of the 'best-sellers' type, how can one add the contemporary type without incongruity?"

Here is a challenge to the enterprising furnisher. The views recorded above were chiefly those of Londoners, but they are representative of what many people are thinking in other parts of the country.

Few people with established homes can afford to refurnish, except at very infrequent intervals, but at the same time they like to introduce individual items which will give their rooms a new look. Not many know how they can introduce up-to-date pieces of furniture without striking a discordant note.

A conventional room-scheme, with a blend of the more advanced style, featured in your window or showroom, would arouse great interest, and your comments book would tell you a good deal about the preferences of your customers.

Other Ways of Gauging Taste

In addition to your comments book, there are a number of other ways of finding out what people would like to have in their homes.

If your staff is sufficiently large to give you a good cross-section of opinion, why not run a suggestions box, giving a small prize each week or month for the best idea submitted?

If your shop is in a rural area, where women's institutes and similar organisations are important, it would be useful to arrange a short talk at one of their meetings by your display manager, illustrated by photographs or small exhibits showing furnishing trends, and invite comments.

These are a few ways in which you can keep in touch with changing tastes.

At The North-East Dinner

"Back To Jungle Conditions"

Firms Sell Showcards, Neon Lights

THE end of controls has seen a return to "jungle conditions" and the appearance of many shops which look like "chromium-plated gin palaces selling showcards and neon lights rather than furniture," said Mr. Henry J. Sutcliffe, chairman of the Northern Area Council of N.A.R.F., in Newcastle last week.

He was proposing the toast of the North-East Furnishing Employers' Federation at the annual dinner which was attended by manufacturers and retailers from all parts of the North.

Mr. Sutcliffe said that at the present time there was very great interest in Standards, and with the lapse of the Utility scheme it was very important that in the interests of the public they should enter into this scheme.

"I understand that when an announcement is made on May 1 a substantial proportion of the manufacturing side of the industry will have entered into this scheme," he declared. "While some retailers may have reservations about it, I would urge all of you to give it every support in its first year in order that we may make it a success and show the public that we are keen on the idea of quality.

Advertising Deteriorates

"Since the freedom of the trade we are unfortunately witnessing a deterioration in advertising. I hope that nothing further will be done by any firm, large or small, to reduce the high standards and esteem in which the furniture trade stands."

Of the purchase tax problem, Mr. Sutcliffe said: "We consider it most unfair to the retailers of this country that every time they should be called upon to absorb many million pounds worth of tax. It is very essential that purchase tax should be considered as an element of cost."

Mr. Sutcliffe said that the present time represented a unique opportunity for the furniture trade, faced with a building programme unequalled in two or three decades. It was up to them to enhance the reputation of the trade.

In replying to the toast, the newly-elected president of the Federation, Mr. Donald D. Cohen, who was appointed at the beginning of April, said that the organisation was flourishing. It was important to have unity and co-operation in local as well as national matters.

"Realising that the North-East is without direct representation on N.A.R.F. we decided to co-operate in forming a North-East branch committee," pointed out Mr. Cohen. "We in this federation feel sure that the two bodies will work together in harmony."

Mr. Cohen stressed the importance of their always being alive to the changing needs of the times and the changing tastes of the public and they must co-operate in passing on to them new trends in design.

They must also take advantage of new trends in manufacturing processes which meant progress for the industry and all concerned in it. "We must get better and better values to meet the pockets and needs of the public," he added.

Proposing the toast of the F.T.B.A., Mr. William Robson, immediate past president of the Federation, said that one heard many rude remarks about contemporary furniture but it was a subject over which he was prepared to argue with anyone at any time. **"A lot of people say that it is coming. I think it is here," he declared.**

In his response, Mr. Stanley W. Perring, president of the F.T.B.A., stated that they intended to establish a convalescent home in the North in the near future. "It is up to the people who live in the North to assist us in this task. We want to try to collect £50,000 this year as it costs a great deal to furnish and equip a home. Last year the Newcastle Area of the F.T.B.A. collected just under £1,000. I do hope you will succeed in sending us another £1,000 this year."

The toast of the "Civic Authorities" was proposed by Mr. Lorne C. Robson, chairman of the Stewards' Committee of the Freemen of Newcastle and Ald. Mrs. V. H. Grantham, Lord Mayor of Newcastle, replied.

New Showrooms, Warehouse for Lino Firm

A GROWING South London firm, The Lino Tile Co., Ltd., which specialises in hard and soft floor-coverings to the trade, has taken additional showroom, office and warehouse accommodation at 1-4 The High Parade, Streatham.

The existing factory at Brixton Hill will continue to be used as a works for precision cutting and prefabricated, heavy-duty designed linoleum floors and carpet work of all descriptions.

Administration of the business will be under the supervision of Mr. W. C. Simpson, the managing director, who has appointed Mr. J. Belliere as business and showroom manager at the new premises.

Mr. J. Batty will be responsible for the works management and floor installation.

Mr. D. D. Cohen, president of the N. E. Furnishing Employers' Federation (right) receives Mr. Stanley W. Perring, National President of the F.T.B.A. Mrs. S. R. Cohen, mother of the President, is also in the picture.

Furnishing News and Trends at London B.I.F.

AT OLYMPIA

ALTHOUGH the bulk of the exhibits of interest to the furnisher are to be seen at Earls Court, there are several stands at Olympia which will repay a visit.

New cocktail trolleys are shown by **The Kaymet Co.** and by **Quickfor, Ltd.** Kaymet have a six-bottle two-handle trolley in anodised stainless metal, and for the small flat or house a single-handle, two-bottle trolley. Quickfor's new trolley is wholly collapsible, with two or three tiers, and a single handle, in a number of colours. Also in the Kaymet range is a combined tray and book-rest with folding legs, which can be used as a low coffee table.

Mirrors specially designed to go with contemporary furniture are shown by **J. Pearson & Co., Ltd.,** who also have steeply sloping picture frames to suit modernist paintings. A feature of this stand is the three-fold firescreen, which can be used as tray and table, and a two-tier cakestand which also serves as a firescreen.

A reintroduction for the first time since before the war is the Plasticon firescreen with relief design, shown by **Haig & Sons, Ltd.**

For the office, **Herbert E. Gibbs, Ltd.,** are showing two bookcases with sliding glass doors and adjustable shelves, in medium and light oak finishes, and their range also includes a two-drawer writing table in the same finishes, shown for the first time.

Cox & Co. (Watford), Ltd., have a new chair for café use, upholstered in Tygan, and are also featuring a range of tip-up seats for cinema and concert halls. An unusual exhibit is their eight-seater Formica-top board-room table.

A topical display is to be seen on the **British Geon** stand, where the P.V.C. leathercloth used inside the Comet aircraft is shown, chosen for the aircraft because of its low inflammability. This company have also developed a process for laminating sheeting of two different colours together, which can be used for reversible curtaining.

Sprayed and stoved upholstery nails are shown by **Kent Nail Works, Ltd.,** coming in a standard range of 21 colours, or sprayed to match special orders. Kent Nails are also showing their single-prong furniture glide which is in great demand since its introduction at the B.F.M. Exhibition.

AT EARLS COURT

The emphasis at Earls Court is chiefly on textiles, but there are several stands on the first floor showing furniture and floorcoverings.

A new development in floorcovering is the Andalfoam fabric coating process, and its application to carpets is shown on the stand of **Lintafoam, Ltd.,** where carpeting fused to a backing of Andalfoam can be seen. Lintafoam are making a feature of American-type fatigue mats for kitchens, with P.V.C. coated woven-paper fabric integrated with a Latex foam backing. The mats are washable and fadeless, and come in a range of plaids, stripes and checks.

Trail Trading Co., Ltd., are displaying a number of Muffin designs in their nursery rugs. This company are also making, under licence, a Hopalong Cassidy design suitable for the older child.

New designs in their "Mayfair" range of matting are shown by the **Oriental Matting Co., Ltd.,** who show coir and sisal mattings in rolls, rugs and squares.

John Crossley & Sons, Ltd., have many figured Wilton, spool and gripper Axminster piece-goods, seamless squares and rugs, and cord piece-goods. Wilton, Axminster and Chenille seamless carpets are among the range displayed by the **Carpet Manufacturing Co., Ltd.**

An unusual feature of a divan with "Bico" springing on the stand of **Price Brothers & Co., Ltd.,** is the addition of a footboard as well as a headboard. On the **Vono** stand is a wide range of metal beds, bedding and bedstead fittings.

Soft furnishings are already covered in a special feature but mention must be made of three stands with interesting developments. **Dunlop Special Products, Ltd.,** show new Duvina prints in multi-colours on a milky base, and a Coronation line of gold fleur-de-lis on the same background. Tablecloths—in multi-prints to match the curtains—will soon be in production.

One hundred per cent Terylene fabrics can be seen on the large **I.C.I.** stand, including upholstery cloths, and a range of marquisettes—resistant to fading and needing no ironing. These will not be generally available until at least the end of next year.

Gayonnes, Ltd., have introduced two versions of a printed cotton design, "Euclid," one for public buildings and a smaller print of the same design for domestic use. This firm also show colourful multi-stripes on both cotton and rayon, and for the teen-ager's room "Twinkle Star" (white stars on colourful cotton grounds), and "Quadrille," a modernist pattern on crinkled cotton grounds.

New pouffes on the **Sherborne Upholstering** stand include a junior model, and a buttoned design with pleated velour corners. Their tax-free slipper boxes are both in cow-hide and leathercloth and there is a moquette-upholstered version with a sprung seat.

Blonde curled mahogany is used for a combined dining-room and lounge suite by **Nathan Agran,** and the same firm show a walnut bedroom suite with inset-padding on the head-board, matching the bedspread. A new range including oak and walnut bedroom and dining suites and a range of fireside chairs is introduced by **Remploy, Ltd.,** together with new kitchen cabinets and tables.

Green Bros. show a Formica-top splay-leg table now being made in size 32 by 24 inches; bridge chairs with canvas backs and seats; and a fold-flat chair with a rubber seat upholstered in P.V.C.

W. Lusty & Sons, Ltd., have a new kitchen cabinet, 2 foot 6 inches wide, with a recessed front, and are also showing a Lloyd Loom tub chair with padded seat retailing at £4.

Among other firms showing at Earls Court are: **T. S. Donne & Sons, Ltd., The Leather Cloth Co., Ltd.,** and **A. H. McIntosh & Co., Ltd.**

See this Bungalow at B.I.F.

THERE is one important omission from the B.I.F. catalogue, because of late entry. It is the Superlite export air-condition two-bedroom bungalow, designed specially for the tropics. It has been furnished throughout by Beresford & Hicks in completely new contemporary designs in walnut. The bungalow, particularly interesting to furnishers, is No. Y20, first floor, Earls Court.

New Lino Shop

MASTER Bros., carpet specialists, of 79 Brook Street, Chester, have opened a "lino shop" at 56 Brook Street, opposite their carpet depot.

As a special attraction until the end of April, they are offering to fit all lino sold by them free of charge, or alternatively give 2s. in the £ discount.

Alexander Sloan & Co., Ltd., opened on April 24, at 4 Church Street, Peterborough, a cash and credit store for the sale of furnishings and so on.

CITY NEWS + CITY NEWS + CITY NEWS + CITY NEWS + CITY N

Trading Results

Big Drop for Libertys

GROUP trading profit of **Liberty & Co.** for last financial year was £12,255 against £88,035 for previous year. Group net profit after taxation and adjustments was £2,544 against £28,478. Dividend is 10 per cent (tax free). Last year it was 20 per cent tax free.

Bobbys £157,000 Up

THE group profit of **Bobby & Co.** for the year ending January 31 was £444,499 (£287,332). To tax £141,146 (£89,896); to reserves and pensions £18,352 (£17,770). The group's current assets are £1,199,676 and liabilities and provisions are £945,713.

Handleys Make £55,000

THE profit of **Handleys, Ltd.,** Southsea for the year ending January 31 was £55,652 (£44,370). Deduct depreciation, interest and so on of £8,562, net profit £47,090 (£35,710), subject to tax of £19,000. The company is a subsidiary of Bobbys.

More For Bury Felt

THE group trading profit of **Bury Felt Manufacturing Co.,** during 1925 was £313,913 (£280,274). Add other income £6,880 making £320,793.

Ditchburns' Profit Down

CONSOLIDATED trading profit of **Ditchburns** was £84,511 (£97,322). Consolidated assets on December 31 were £496,827 (£506,769) including stocks £225,388 (£304,763).

John Blundell £177,000 Up

GROUP trading profit of **John Blundell,** furnishers, for 1952 was £953,919, an increase of £177,440. Net profit after tax was £362,604 (£309,044). Tax paid was £582,098 (£453,446).

Albert Phillips Result

THE report of **Albert Phillips (Ireland),** bedstead manufacturers, shows a profit for 1952, after taxation, of £4,738 (£7,260); £17,421 is carried forward.

The report and balance sheet of the **Colchester and East Essex Co-op.** for the half-year ended March 3 shows that trade in the furnishing department amounted to £50,671, compared with £50,363 in the corresponding period of a year ago.

The Gazette

THE BANKRUPTCY ACTS 1914 and 1926

Bankruptcy Proceedings

J. **Franks** (male) 4 Argyle Road, Ilford, Essex, lately carrying on business as **J. Franks & Co.,** 84 Columbia Road, London, E.2, furniture manufacturer. Receiving Order April 14.

William **Cox,** 5 Garden Walk, Great Eastern Street, Shoreditch, London, furniture manufacturer. Public examination June 4 at Bankruptcy Buildings, Carey Street, London, W.C.2.

COMPANIES WINDING-UP

Ensign Furniture Co., Ltd., Devonshire Chambers, 146 Bishopsgate, E.C.2, cabinet makers.

A deficiency of £3,000 was disclosed at the first meeting of creditors. Statement of affairs showed unsecured liabilities of £3,579 against assets estimated to realise £579. Company traded throughout at a loss.

Winding-up order was made on March 23. Company was formed in May, 1949, with nominal and issued capital £300. Trading was carried on at 4a Montague Road, Leytonstone, E.

Company started trading as manufacturers of utility furniture. Milling work was first put out to contractors which proved expensive as company had to deliver and collect raw materials. There were also delays at mill and eventually company obtained its own mill.

Company was financed by cash loans from directors and their friends and relatives. Difficulty was encountered in meeting creditors' claims soon after trading commenced and by May, 1950, a former director became dissatisfied with the financial position and obtained repayment of his £200 loan.

In October, 1951 a quantity of stock and raw materials was destroyed by fire and plant damaged by water. Company were insured against loss by fire but not against loss of profits.

A director had attributed failure to lack of capital; losses resulting from fire; repairs to completed furniture owing to use of unseasoned wood; and general depression in the trade in 1951.

Resolution was passed for the appointment of Mr. L. C. Curtis, accountant, 15 Great Marlborough Street, W.1, as liquidator.

BANKRUPTCY REPORT

Maurice **Arenson,** 23 Friar's Walk, N.14.

At the public examination debtor's statement of affairs showed liabilities of £1,209, assets £14.

Debtor said that in March, 1946, a cabinet making business he started in 1937 with three members of his family, was taken over by a limited company, the Standard Cabinet Co., Ltd. Debtor became managing director at £15 a week, but the company went into compulsory winding-up in July, 1950.

Asked about his other ventures, debtor said in 1950 he invested about £160 in a partnership. In August of that year Beautisuites, Ltd., was incorporated to trade as cabinet makers, etc. and debtor became a director, but company was wound-up.

He attributed his failure to borrowing money from a company and not being able to meet the debt when company went into liquidation; and to liabilities contracted under guarantees. The examination was concluded.

(More City News Next Page)

Burgess
MATTRESSES & DIVANS
MANCHESTER · 4

CITY NEWS + CITY

COUNTY COURT JUDGMENTS

The following information has been taken from the Registry of County Court Judgments, the Treasury, S.W.1. Publication does not imply inability to pay. Debts may have been paid, or may refer to disputed cases.

Laidler (male), 105 Palmerston Road, Southsea, upholsterer. £13 3s. 10d. March 19.

Andrews, L. A. (male), (t/a **South Wales Upholstery Service**), 67 Bonymaen Road, Bonymaen, Swansea. £19 0s. 6d. February 18.

Alleway, E. (male), 12 Hanworth Road, Hampton Hill, upholsterer. £16. March 12.

Leeds Piano & Furnishing House (sued as a firm), 36 and 38 Leeds Road, Ilkley. £19 5s. 6d. March 21.

Sexton, Edward, 19 Clarence Street, Newcastle, upholsterer. £13 4s. 6d. March 24.

Webster, L. (male), 36-38 Leeds Road, Ilkley, furnisher. £13 17s. 5d. March 20.

Spring-Borne Bedding Company (a firm), 2 Waltham Road, Pokesdown, Bournemouth. £86 1s. 6d. March 11.

Sturt, A. H. (male), 3 Eton Street, Richmond, cabinetmaker. £14 14s. March 19.

Moore, A. H. (male), 2 The Grange, Grange Road, Southwick, upholsterer and french polisher. £10 13s. March 25.

Longstaff, H. (male), 8 Carlton Avenue, Shelton Lock, upholsterer. £13 18s. March 27.

Increases of Capital

Phillips Furnishing Stores, Ltd.,—Increased by £500,000, in 2s. "A" Ordinary shares, beyond the registered capital of £700,000.

Bentwood Chair Supply Co., Ltd., 108 Euston Road, N.W.1.—Increased by £3,000, in £1 Ordinary shares, beyond the registered capital of £2,000.

Changes of Name

H.H.P. Sales, Ltd., 20 Angel Factory Colony, N.18.—Name changed to A.V.P. Industries (Sales), Ltd., on April 1, 1953.

F. Smith & Sons (Furniture), Ltd., furniture manufacturers, 24-5 Old Steine, Brighton.—Name changed to R.E. Productions, Ltd., on March 31, 1953.

Stockroom Dates

A.V.P. INDUSTRIES, LTD. May 4 to 8, at Market Hotel, **BIRMINGHAM.** Mr. E. Jay, Mr. J. Freedman, Mr. R. Orme, Mr. S. Stone in attendance.

* * *

BRIDGE UPHOLSTERY (LEEDS), LTD. May 4 to 8, at Imperial Hotel, Temple Street, **BIRMINGHAM, 2.** Mr. M. Lee and Mr. John Betts in attendance.

* * *

BOTTOMORE DAY & CO., LTD. May 4 to 8, at Welbeck Hotel, **NOTTINGHAM.**

* * *

JOHN S. CASTLE & SON, LTD. May 5 to 7, at Y.M.C.A., Dale End, **BIRMINGHAM.** Mr. G. S. Jones in attendance.

* * *

CLOCK CABINET CO. May 5 to 7, at Y.M.C.A., Dale End, **BIRMINGHAM.**

* * *

CONWAYS UPHOLSTERY, LTD. May 4 to 7, at Kenilworth Hotel, Queen Street, **GLASGOW.** Mr. L. H. Gould and Mr. M. Conway in attendance.

* * *

D. M. GILBERT & CO., LTD. May 4 to 9, at Produce Exchange, Victoria Street, **LIVERPOOL.** Mr. Dudley Read in attendance.

* * *

Joint stockroom by WOODLAND FURNITURE (LONDON), LTD., C. G. LOVEGROVE & CO., LTD., STANLEY (REPRODUCTIONS), LTD., L. SERLIN & SONS (TOTTENHAM), LTD. May 4 to 8, at Grand Hotel, **SHEFFIELD.** Mr. N. Serlin, Mr. R. L. Bailey, Mr. H. Bernstein and Mr. Bernard Jacobs in attendance.

* * *

HARRIS LEBUS, LTD., will hold the following stockrooms during the week beginning May 4: Adelphi Hotel, Cockburn Street, **EDINBURGH,** Mr. W. C. Stark in attendance; Milton Hall, 244 Deansgate, **MANCHESTER,** Mr. T. Braithwaite in attendance; Methodist Central Hall, City Road, **CHESTER,** Mr. E. T. E. James in attendance; Christchurch Institute, Fitzroy Street, **CAMBRIDGE,** Mr. E. W. Lashbrook in attendance; Red Triangle Club, Lambourn Hall, Western Road, **ROMFORD,** Mr. W. R. Ives in attendance; County Hotel, Stour Street, **CANTERBURY,** Mr. T. E. Jones in attendance; Y.M.C.A., 137 North End, **CROYDON,** Mr. S. Trew in attendance.

* * *

STAG CABINET CO., LTD. May 4 to 8, at Produce Exchange, **LIVERPOOL.**

* * *

L. WOLBERG, LTD. May 4 to 8, at Produce Exchange, **LIVERPOOL.** Mr. Dudley G. Read in attendance.

Personally Speaking

(*continued from page* 55)

I HEAR that **Reg Rivett,** well known in the Wycombe industry and head of Murray's, High Wycombe soft furnishers, of White Hart Street, has retired from the business and will live in future in his native Norfolk. Mr. Rivett established his business in High Wycombe 30 years ago and at one time had seven business premises in the town. The present "walk round" store of Murray's has recently been extended by the purchase of what was formerly a Methodist Church, with an extension bridge linking a new carpet department, in the old church premises with the original shop. Mr. Rivett's son, **James Rivett,** is now head of the firm.

☆ ☆

ON page 65 of our last issue there was a picture of a group at the annual luncheon of the West of England and South Wales F.M.A. Unfortunately, the names of only four of the five people in the picture were given. The gentleman in the middle was **G. R. Callow,** vice-president of the Association. I apologise to Mr. Callow for the omission.

☆ ☆

LAST week the panel in the TV programme "What's Your Line?" was beaten by **F. Sweet,** a twine-layer with T. S. Donne & Sons, Ltd. A photograph of Mr. Sweet was made the centrepiece of Donne's stand at the British Industries Fair and the phrase "What's Your Line?" worked into publicity material for the firm's products, making a humorous and up-to-the-moment tie-up.

☆ ☆

BEST wishes to **Miss Audrey Lock** who has been married at Chesterfield to J. F. Maxwell Walker. Miss Lock's father is **R. J. Lock,** a director of Eyre & Sons, Ltd., the Chesterfield furnishers.

☆ ☆

SOFT furnishings and linens buyer for the Irish Linen House, Harrow, is **Trevor Roberts (Mr. Trevor).** He was formerly with Sidney Smith (Chelsea), Ltd., in a similar capacity.

☆ ☆

REPRESENTING Campbells & Stewart & McDonald, Ltd., Glasgow, in the Western Highlands and the Islands is **W. Fulton.** He succeeds the late A. McConachie.

Nomad

PHONE: BISHOPSGATE 2204 GRAMS: BISSACS, AVE., LONDON

POULTON & NICHOLSON LTD.

UPHOLSTERERS' WAREHOUSEMEN AND CARPET FACTORS

98, CURTAIN ROAD, LONDON, E.C.2

Bigger Bristol Store for Maple

STRIKING alterations and improvements are being made to the Bristol premises of Maple and Co., Ltd., at 95 Whiteladies Road.

The premises were taken over by the firm about three years ago, and then comprised a café on the ground floor with flats above.

Set back from the frontages of adjacent business premises by about twenty feet, until recently, this space was used by Maples as a decorated forecourt.

Now the frontage is being brought forward to cover the whole of the forecourt, and will present a quite remarkable addition to this popular shopping district.

The new front will be in columned classical design, with bowed windows set in small panes. These will reach to within about eighteen inches of the outside pavement level, and will be open backed, offering a clear view into the showrooms.

The central entrance door will be in bronze surrounded by bronze filigree. This is to be surmounted by a large, moulded coat of arms.

The frontage extends over a distance of 50 ft. Designs have been carried out by the firm's own architect's department, and the construction is by H. H. Martin, Ltd., Cheltenham, a subsidiary.

In an interview at Bristol, with governing director, Mr. G. R. Holman and director, Mr. D. J. Bett, a *Furnishing World* reporter was informed that the alterations would add almost a thousand square feet to the existing showroom space.

Interior changes will include new staircases to both upper and lower ground floors, and panelling.

Management of the branch will be in the hands of Mr. J. W. Segrave who has been with the company for more than twenty years. He has been in charge at Bristol for the past seven months.

Mr. Holman states that a full furniture and furnishing fabric service will be in operation and will cater for the medium class ranges. Delivery to any part of the country is part of the company's policy.

Change of Address

AFTER May 1 the address of E. Horace Holme, Ltd., and of S. W. Gray, Ltd., will be Admiralty Road, Great Yarmouth, Norfolk. Telephone Great Yarmouth 4401. The address of a London showroom will be announced later.

New Vono Showroom in Manchester

A new showroom and office has been opened by Vono, Ltd., at 95 Shudehill, Manchester. (Telephone, Blackfriars 3141). The showroom is in the charge of Mr. William S. Jones, who has been with the company for the last 30 years.

A.M.U. Branch for Salisbury?

IT is possible that an active section of the West of England Branch of the A.M.U. will be set up in Salisbury, it was stated at a monthly meeting in Bristol, on April 20.

Mr. C. F. Dury, vice-chairman, presiding, in the absence of Mr. R. R. St. Claire, reported that together with the secretary, Mr. A. E. Hazell, and other Bristol members, he visited Salisbury recently to conduct a preliminary meeting, which was also attended by Mr. H. Francis Vaughan, A.M.U. general secretary.

Asked what would be the likely strength of a section in Salisbury, Mr. Dury said there were about twelve eligible potential members in the town, with more at Yeovil, and adjacent districts. The total in his view would be in the region of twenty.

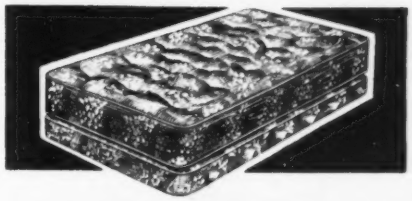
In the meantime, it was pointed out, members and potential members from the district would be welcomed at the monthly branch meetings in Bristol.

Mr. P. H. Simpkins urged that during the summer months the branch should endeavour to make meetings mobile, and visit various towns in the area.

Mr. Dury agreed, but added that out of town members could visit Bristol as well as the Bristol members could visit the other towns. The distances are the same both ways, he pointed out.

During an exchange of information period one member asked for a source of supply for cut wool moquette for use in a passenger coach. This was required in a mixture of green and fawn. Wine coloured curly ruche was also wanted.

SUNRESTA



SPRING-INTERIOR MATTRESSES *and* DIVANS

SUNRESTA BEDDING, CURTAIN ROAD, LONDON, E.C.2

Visit your local LEBUS *Exhibition*

SCOTLAND AND NORTHERN IRELAND

Glasgow Permanent Showrooms

Edinburgh	4th—8th May	Dundee	25th—29th May
Belfast	11th—15th May	Aberdeen	8th—12th June

NORTH-EAST

Doncaster	27th April—1st May	Lincoln	11th—15th May
York	27th—30th April	Middlesbrough	18th—22nd May
Sheffield	27th April—1st May	Hull	18th—22nd May
Newcastle	11th—15th May	Leeds	1st—5th June
Huddersfield	11th—15th May	Grimsby	9th—11th June

NORTH-WEST AND WALES

Carlisle	27th April—1st May	Liverpool	11th—15th May
Preston	27th April—1st May	Cardiff	18th—22nd May
Manchester	4th—8th May	Swansea	8th—12th June
Chester	4th—7th May		

SOUTH-MIDLANDS AND EASTERN COUNTIES

Birmingham Permanent Showrooms

Leicester Permanent Showrooms

Cambridge	5th—7th May	Shrewsbury	26th—29th May
Romford	5th—7th May	Oxford	1st—5th June
Derby	11th—15th May	Burslem	1st—5th June
Northampton	11th—15th May	Wolverhampton	8th—12th June
Nottingham	18th—22nd May	Colchester	8th—12th June
Norwich	18th—22nd May		

SOUTH

London Permanent Showrooms

Southend	28th—30th April	Brighton	12th—14th May
Rochester	27th April—1st May	Bristol	18th—22nd May
Southsea	27th—30th April	Exeter	18th—22nd May
Canterbury	4th—8th May	Plymouth	1st—5th June
Croydon	4th—8th May	Southampton	1st—5th June
Reading	11th—15th May	Gloucester	8th—12th June
Hastings	12th—14th May	Maidstone	8th—12th June
Bournemouth	11th—15th May		

HARRIS LEBUS LIMITED - FINSBURY WORKS - TOTTENHAM - LONDON, N.17

New Carpet Sweeper

A CARPET sweeper has been added to the range of "Taywil" household products made by Taylor & Wilson, Ltd., Taywill Works, Accrington, Lancs.

This sweeper incorporates many new features, outstanding of which is the "Easyclean" dust-pan which simply lifts out for emptying. Another feature is the self-cleaning brush which is continually and automatically combed clean of clogging dirt. The fan drive is totally enclosed and permanently sealed and needs no oiling and the wheels are tucked away inside the body so that they cannot damage furniture.

New Chair Catalogue

A NEW catalogue will shortly be issued by the Bentwood Chair Supply Co., Ltd., 108 Euston Road, N.W.1. It will illustrate many modern designs in chairs for hotels, canteens, restaurants, offices, factories, and public institutions.

The picture shows the firm's B.100 flat fold chair in the white; this is soundly constructed in best quality birch.

Factory Open on Whit-Monday

S. GRANT (FURNITURE), LTD., Harrow Road, Leytonstone, London, E.11, will not close their factory on Whit-Monday.

They will close on the following Monday, June 1, and the next day, which is Coronation Day.

Coronation Set Piece for Display

IN co-operation with Siddall & Hilton, Ltd., the makers of "Sidhil for Sleep" productions, the Standard Supply Co., Ltd., Thornton Road, Bradford, have created an attractive Coronation set piece.

Incorporating a background in Royal purple, and Insignia in full colours, the display consists of matching Sidhil twin beds, complete with Sidhil "Sceptre" spring-centre beddings and bases, with topical woven motif in bright lustre silk finish.

The bedsteads (and matching bedside cabinets) are notable in their decorations, which are a unique example of a dying art. Finished in old ivory, the Italian applications are the work of Fletcher, one of the few craftsmen still engaged in this old craft.

The display was set out by Mr. Boyce of the Standard Supply Co., Ltd., and designed by Mr. W. Barrett and Mr. D. R. Siddall.

The Sidhil "Sceptre" cloth was manufactured by J. T. Griffiths & Co., Ltd., Manchester.

£50 Prizes in Makers' Coronation Draw

TO mark the occasion of Coronation year the directors of Jarman & Platt, Ltd., have decided to present a cheque for £50 to both the salesman and the buyer responsible for the sale of a Jarman & Platt set between now and June 2.

These prizes will be allotted by means of a draw; a slip covering each set supplied will be attached to the invoice, these slips, when completed, should be returned to the firm at 68 Mansford Street, Hackney Road, E.2. The draw will take place during Coronation week.

STORY (FABRICS) LTD.
Designers & Producers of
Original Furnishing Fabrics
53-54 RATHBONE PLACE, LONDON, W1
Telegrams: "STORYFABS," WESDO, London
Telephones: MUSeum 4611-2

HEIRLOOMS OF THE FUTURE

BARONY reproductions handmade and beautiful

Barony reproduction furniture revives the most glorious days of English furniture making. Not only are the pieces a reproduction of some great period, but they are handmade from the finest woods by craftsmen whose skill would have been admired in the days of Chippendale.

Barony furniture has a great reputation among the public and through recommendation a very ready sale.

We shall be happy to give you details of the full range of Barony reproductions.

Handmade in burr-walnut on solid mahogany frame.

KAHNS K *of London*

120-122 Curtain Rd., London, E.C.2
20/22 Oakwellgate, Gateshead-on-Tyne, 8.

KAHN'S FURNITURE—

GOOD FOR A LIFETIME

—says Percy Purax

(THE UPHOLSTERY EXPERT)

"Let me put you on to a rising market!"

Contemporary furnishing, with its slick, streamline settees and easy chairs, super-comfort mattresses, and upholstery of all types, gives you just the opportunity for taking full advantage of Purax prefabricated paddings. They are quick and easy to use, provide perfect finish and comfort, keep shape and style. Purax covers every type of upholstery filling.

Purax

THE PURAX "GREAT EIGHT"

1 Interlaced Pads of Curled Hair.
2 Interlaced Pads of Fibre and Hair.
3 Dual Padding of Curled Hair and Felt.
4 Dual Padding of Fibre and Felt.
5 Teased Curled Hair (bulk).
6 Teased Fibre (bulk).
7 Processed Kapok.
8 Feathers and Down.

UPHOLSTERY FILLINGS

Harrison & Jones Ltd., Purax Mills, Vauxhall Road, Liverpool

£750,000 FOR COLLEGE

DONCASTER. Town Council has approved sketch plans for a new college of further education, the cost of which is estimated at £750,000. Work will probably commence this year on the first instalment of the scheme, providing for electrical engineering and building department, at £120,000.

Health Centres and Hospital Works

SUNDERLAND.—Hall & Stafford, Sunniside Chambers, West Sunniside, Sunderland, have been appointed quantity surveyors by the T.C. for a proposed £50,000 health centre at Pennywell.

MANCHESTER.—Regional Hospital Board Works Committee approve in principle a scheme for adaptations at Clitheroe Hospital, Clitheroe, to cost £13,449. Tenders will be invited.

MIDDLESBROUGH.—A revised scheme for a new maternity and child welfare centre at Thorntree, for the T.C. has been approved by the Ministry. The cost is about £13,500.

LEEDS. — T.C. has approved revised plans by the City Architect for maternity and child welfare centre at Ireland Wood estate, Cookridge.

GLASGOW.—John Keppie & Henderson and J. L. Gleave, 196 West Regent Street, Glasgow, are the architects for extensions proposed at the Southern General Hospital, Shieldhall, and plans have been prepared.

LANCASHIRE. Liverpool Regional Hospital Board is submitting to the Ministry of Health its plans for the first part of the proposed development of the hospital at Greaves Hall, near Southport, at a cost of about £99,000. Accommodation for an additional 170 patients is planned, and also nurses' home, staff dining quarters, boiler house, and substantial adaptations. The Board's Architects' Department is at 88 Church Street, Liverpool.

CARLISLE. Newcastle Regional Hospital Board are to erect temporary ante-natal clinic and midwifery training school at the City Maternity Hospital. The Board's Divisional Architect is N. Edgar, 1 Lonsdale Street, Carlisle.

N. IRELAND (Ballymena). The Mid-Antrim Hospitals Management Committee has plans for an additional wing at Waveney Hospital, Ballymena.

KETTERING (Northants). Plans for a department at Danetre Hospital and alterations at The Homestead, Warren Hill, have been approved by Oxford Regional Hospital Board.

9 Inns and Hotels

DURHAM. Plans are being prepared by G. E. Charlewood, 14 Neville Street, Newcastle-on-Tyne, for proposed licensed premises at Framwellgate Moor for Calder & Co., brewers.

ECCLES (Lancs). Plans approved by the E.C. for rebuilding of Bull's Head Hotel, at 74 Church Street, for Joseph Holt, Ltd., Derby Brewery, Manchester.

MIDDLESBROUGH. Samuel Smith's Old Brewery (Tadcaster), Ltd., are to erect hotel in Cambridge Road.

RETFORD (Notts). William Stones, Ltd., Sheffield, have received licensing approval for adaptation of Maryfield, Hallcroft, Retford, to form an hotel.

STOCKTON - ON - TEES. The erection of a public house is proposed in Durham Road by Ind Coope & Allsopp, Ltd.

BROADSTONE (Dorset). Mr. L. M. Austin, 51 Towngate Street, Poole, is the architect for new Darby and Joan hotel at Darby's Corner, for Hall & Woodhouse, Ltd., Blandford. No contracts have yet been placed.

WEST HARTLEPOOL.—J. W. Cameron & Co., Ltd., Lion Brewery, West Hartlepool, have received sanction from the Brewster Sessions to build new "Rossmere Inn" on the Owton Manor estate.

WOOLWICH.—A site will be leased to Meux's Brewery Co., Ltd., Nine Elms Lane, London, S.W.8, by the B.C. for proposed public house at Coldharbour estate.

LOFTUS. — Leonard Auton, 32 Jesmond Gardens, West Hartlepool, is the architect for the proposed conversion of Waupley Home Farm into hotel for Mr. James Gray, of Scaling, Loftus.

Chances in S. Wales

SWANSEA. Plans submitted: Additions, etc., at Argyle Works, Strand, for Glovtex, Ltd.; additions, etc., to Bush Hotel, High Street, for Bush Hotel Co., Ltd.; erection of a yacht club, adjoining the Knab, for Mumbles Yacht Club.

Prime-mover in the production of fine Veneers and Plywood

A 12 DAYLIGHT VENEER PRESS

THE LEGG PRESS

Robert LEGG LIMITED

Makers of Hydraulic Presses for 100 Years.

CITY ENGINEERING WORKS

EAGLE WHARF ROAD, LONDON, N.1. Telephone: CLE 5955

BUTTONS, STUDS
BANDINGS, PIPINGS
BIAS PIPINGS & BINDINGS
Customers' own materials made up
TABLE LINERS & LEATHERGILDERS
WILLIAM GROOME LIMITED
CATHERINE WORKS, CRANWOOD ST., LONDON, E.C.1
Phone: Clerkenwell 7311-2

IMPROVED FACTORY TECHNIQUE & IDEAS
The Furniture, Bedding and Upholstery Manufacturer

Production and Management Methods in Modern British Furnishing Factories

No. 6 — W. Howard Price

PRODUCTION layout and management at the factories of W. Howard Price Limited, manufacturers of "Sleepeezee" bedding, show how effectively contemporary equipment and ideas can be combined with the soundness of method and atmosphere of the old-established family business.

The successful marrying of experience with enterprise is undoubtedly the key to the achievement of this firm.

The main factory in Croydon is the focal point of the concern. It is a three-storey reinforced concrete building erected shortly before the War, centrally heated and sprinklered throughout. Here the complete sequence of operations in the manufacture of interior spring mattresses and divans is to be seen. Supplies of raw materials are delivered to this plant as well as to the other three factories, all situated within easy reach of the main premises.

Garnett Department

On the lower ground floor there is a complete Garnett department which manufactures all the soft fillings for the upholstery.

Raw cotton delivered in press packed bales is rapidly machined and Garnetted into layers of soft felt for the top upholstery of spring interior mattresses and divans.

Coir fibre, used as an insulating layer between the top filling and the springs, is prepared in an adjacent department. After being broken up mechanically it is needle-loomed on to hessian.

A feature of the Garnett and the inter-connected departments is the

By "World" Features Editor

thought which has been given to routing and to the handling of materials.

The Garnett is situated on the lower ground floor and it is therefore possible to feed the bales of incoming material down a simple inclined slipway. An overhead conveyor system then transports the cotton and hessian pads, after machining, to all floors of the factory.

In a highly productive Garnett department, such as this, considerable quantities of fibrous dust must result from machining, the needle-looming of the coir, and so on. Howard Price have coped with this problem by the installation of an exceptionally effective dust extraction system. The air is kept free from particles and operatives suffer no discomfort from their work.

Spring Coiling Department

In the manufacture of spring units the plant is again self-supporting and the Spring-Coiling Department is equipped with a battery of spring-winding machines which includes some of the latest models. Knotting machines and weaving machines for lacing together the spiral helical springs with the double-conical type are also installed.

The assembly of the spring units is also carried out mechanically.

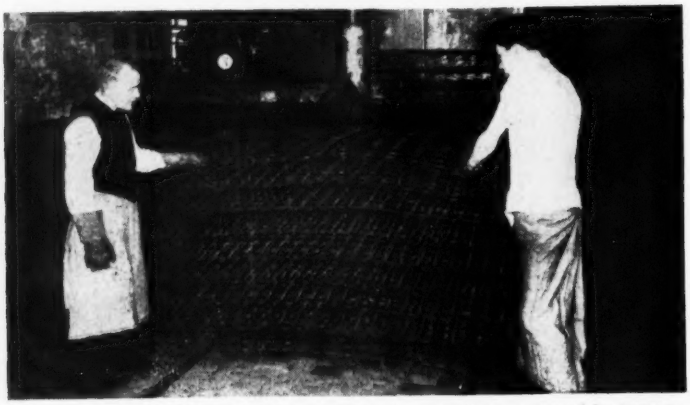
To counteract the tendency of the wire to lose resilience after coiling and assembly the whole spring unit is passed, after completion, into gas-operated tempering ovens and subjected for 20 minutes to a suitable temperature. The wire thus sets into its new shape.

A smooth flow of units is main-

(continued over page)

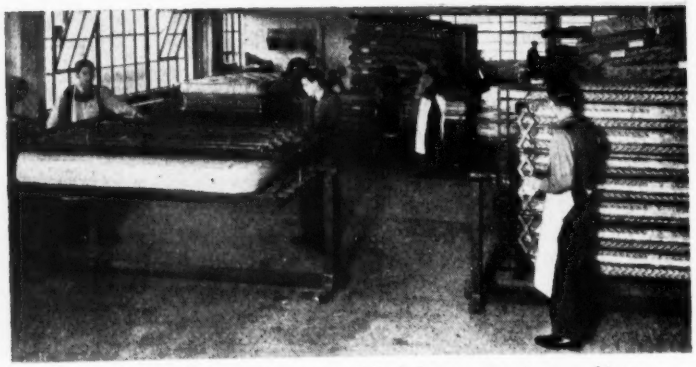
THE
CROWN SPRING CO. LTD.
Littleton Street - - West Bromwich
'Phone: 0388
COPPERED UPHOLSTERY SPRINGS, ALSO CONE AND TENSION SPRINGS FOR SPRINGING. NO UNITS OR MESHES AVAILABLE.

Production in Modern Bedding Works



After bending, in the spring department, the wire loses some of its temper. In order to "set" it in the new shape and restore resiliency the spring unit is therefore heated for 20 minutes in special gas ovens.

The stage in production when the soft materials and the spring units come together. The operator is stapling the loose pad into position on the springs.



Button tufting is rapidly accomplished by compression machinery.

(*continued from previous page*)

tained to the next stage of production when soft and hard components come together. Here the pads of coir fibre and hair are taken from the conveyor and affixed to the units.

Case Cutting

The stockroom is situated on the second floor and is supervised by stock-keepers who check the materials in and out to the cutters. A power driven layer and cutter, which is pre-set for required sizes, cuts the spring interior mattress and divan cases. The borders are cut separately and passed on to the pre-formed border machines where the felt is stitched on in various intricate patterns. This stitching acts as stiffening and, by keeping the border upright, enhances the tailored finish of the mattresses. The handles for turning the interior and the air ventilators which allow it to breathe are also fitted in this department.

The completed cases are then passed down a chute to the Spring Interior Assembly floor where they link up with the units from the stapling machines.

Assembly of Mattresses

The final assembly of the spring interior mattresses is completed by the use of tape-edge and other machines.

The final operation takes place on the buttoning machines. These thread and insert the buttons; they also knot and cut the twine to the required lengths in one operation.

The completed mattresses are closely inspected, special attention being given to stitching, button positioning, cleanliness of covers and possible flaws in the materials. In this same department the mattresses are placed in paper bags before being passed down a further chute to be loaded on the waiting vans.

Making Divans

On the Divan floor, which is on the same level as the Loading department, the frames received from the frame assembly factory are covered. Full use is made of the conveyor system for supplies of top upholstery. Castors, if required, are also fitted in this department. After careful inspection the completed divan frame is then packed ready to receive its matching mattress on the loading bank.

Administration

All articles are manufactured against orders received at a Central Loading office and deliveries, made by the firm's fleet of vans, are organised so that wastage of space in the vans is avoided.

(*continued facing page, col. 2*)

Question & Answer
On Production Problems

Bloom with High Gloss Finish

A HIGH proportion of the work produced by our small plant requires a high gloss finish and we have been experiencing considerable difficulty in achieving a perfectly flawless surface. However carefully we control finishing processes we find that bloom constantly occurs after the cellulose polishing.

At first we thought the trouble might be due to the moisture content of the wood being above the correct limit but after further drying of the timber our experiments still met with failure.

Can you, please, suggest a really effective remedy for blooming?

THE best answer to your problem would be to make use, if practicable, of a heated moisture trap, coated on the inside with silica, and fitted with a drain-cock. This should be placed in position between the air-compressor and the spray guns.

If a heated moisture trap is an impossibility the next best thing is to ensure that the air-pipe running from the compressor is inclined upwards towards the booths and incorporates one, or preferably two, U-shapes. These should have drain-cocks at the bottom which will, of course, act as moisture traps and must, therefore, be drained off fairly frequently.

If the air is thus dried and strained a much cleaner and higher finish, free from bloom, must result.

* * *

Blistering in Hot Press

WE have a veneering problem. In our hot presses we use synthetic glues in the preparation of expensively veneered panels. From time to time we have experienced considerable trouble and wastage through blistering; results have often been poor and sometimes negative.

We make many figured walnut fronts and this recurrent fault has meant that a considerable number of pairs of panels have had to be scrapped (since it is usually impossible to match an "odd" panel).

Can you help us, please, to avoid this wastage?

THE method recommended for removing blisters is fairly simple if these flaws are not too numerous.

First cut out a Vee encompassing the whole of each blister using a sharp veneer knife. Lift the veneer and insert some of the same synthetic glue mix used in the pressing. (This point is important as it is useless to use animal glue once synthetic has been on the surface.) Place a thin metal

(*continued foot of column* 3)

A general view of the sewing machine shop. Each girl makes a complete cover herself.

Modern Bedding Production

(*continued from facing page*)

Design

Simplicity is the keynote in design both for æsthetic and practical reasons. Close liaison between sales and production staff ensures that no feature will be included which will interfere with the smooth flow of production. Individuals in the firm are encouraged to make suggestions for new designs or for improving designs in production. Some really valuable suggestions are made from time to time, and, in fact, these have, on occasions, inspired the design of the leading models in some classes of divan.

Publicity

As well as advertising extensively in the Trade and National Press the firm also believes in keeping the retailer and the public very fully informed by means of descriptive literature. (A new exceptionally detailed brochure has just been issued for the guidance of retailers.)

A showroom at Croydon, in which the latest divan sets are on view, serves both retailers and their customers.

Welfare

As already shown the firm is essentially a family one and exhibits the best characteristics implied by that term. The management takes a personal interest in the welfare of the staff and the standard of working conditions is reflected in the harmonious manner in which individuals and departments work together.

A canteen caters for refreshments for all employees and also provides lunches as required.

A popular innovation is the music relay service, from a central radio, which serves every department in the factory.

A felt roll is inserted to strengthen the border. This unique feature, patented by the firm, gives desirable squareness to the mattress.

(*from column* 1)

skim over the blister and rub the area with a very hot flat iron until the glue has cured off.

Do not lift the skim metal but remove it by pushing towards the apex of the Vee cut.

If this method is used the part can be sanded almost immediately. If blisters are very numerous there must be some fundamental error in pressing procedure. The following are the three most common causes:—

(1) Glue may have exceeded its pot-life.

(2) Pressure may have been applied too late causing pre-curing.

(3) The surface of the panel may be uneven causing variations in pressure and imperfect contact.

HARDWOOD MARKET

By Quercus

West African Prices

THE most significant feature of the hardwood market this week is the price structure of hardwoods from West Africa. With still no information available as to the possible duration of the ban on material from the non-sterling areas, West Africa is rapidly assuming a position of overriding importance. This has naturally resulted in prices for most species reaching and maintaining high levels, particularly in regard to obeche. Mahogany, too, due in no small measure to the interest taken in this material by the United States has reached a very firm price level. There has, it is true, been a certain amount of consignment trading in recent weeks which has resulted in a considerable quantity of logs from West Africa being unloaded on to the United Kingdom market at prices cheaper than those generally ruling but this by no means reflects the true state of the industry. All the big producers in West Africa state that they are unable to take further orders for goods wanted in the next two or three months.

* * *

In many cases, deliveries are well behind schedule. Owing to the interest being taken in mahogany, many of the smaller producers have been concentrating on this species to the exclusion of other material now urgently required by U.K. importers. The very bad rainy season in West Africa, coupled with the recent breakdown in crane and other transport facilities at Takoradi Harbour have also been contributory factors. A good deal of leeway has now to be made up before supplies match up to current demand.

* * *

A point now causing a good deal of concern to U.K. importers is what will happen when the import ban on hardwoods from Continental sources is eventually lifted. They argue that it is hardly likely that producers in France, Germany, Denmark and other areas have sat back patiently to await such time as the British Government decide to lift the ban. What is far more likely is that these producers have developed other markets. In any case even if they are ready and willing to re-enter the British market, it is probable that there will be a serious time lag before supplies will reach these shores—and these will be at advanced prices.

Production News from B.I.F. Birmingham Section

ONLY relatively few British manufacturers of woodworking machinery are showing at the British Industries Fair (Birmingham Section).

Of those who are exhibiting, however, the majority have introduced either entirely new machines or redesigned models adapted to the special conditions obtaining in other countries.

The most outstanding example is an entirely new thicknesser and panel planer shown by J. J. SMITH & CO., (ENGINEERS), LTD., which although primarily designed for the home market incorporates those special features and refinements demanded by Canadian users.

The machine has a capacity of 24 in. by 10 in. and is powered by a 10 h.p. motor. An infinitely variable feed is obtained by the operation of a hand wheel placed convenient to the operator. The solid or sectional feed rollers are ball-bearing mounted and micrometer adjustment is provided for the rise and fall movement. As Canadian regulations prohibit the use of the square block, a safety circular type is provided. The motor is accessibly mounted at the in-feed end and all controls are placed to the left convenient to the worker. The machine is well guarded in accordance with the Factory Act requirements. The firm are also showing their 20 in. and 26 in. rise and fall turret type saw benches, 30 in. bandsaw, two models of the 9 in. surface planer and thicknesser, a spindle moulder, belt sander and electric chain and hollow chisel mortiser.

The only other firm specialising exclusively in woodworking machinery is THE MIDLAND SAW & TOOL CO., LTD. Their main production, the Midsaw universal woodworker, incorporates several minor modifications in accordance with their policy of keeping this machine as versatile as possible and reducing the time taken to change from one operation to another.

On this model the main table has been arranged to rise and fall by means of enclosed gears, operated by hand-wheel at one end, and pivoted at a point towards the other end of the machine. This method gives an exact depth of cut for sawing and planing, tenoning, moulding, grooving or rebating, and enables a very fine adjustment to be made with extreme rapidity.

In addition to their 22 in. and 30 in. bandsaws, the Midsaw crosscutting and grooving machine is also being featured. In this model the hardwood table is adjustable backwards and forwards so that full advantage may be taken of the length of cut for varying thicknesses of timber. Two fences are fitted to the rear end of the table which can be adjusted to support the wood near the saw at whatever angle the saw may be operating.

Economical contour finishing of furniture parts is catered for by ENGIS, LTD., with their brush-backed sanderhead, the design of which allows an abrasive loading to be stored inside the head and simply and rapidly replaced during use.

When a workpiece is brought into contact with the revolving head, the resilient brushes force the protruding abrasive strips, which are slashed, simulating fingers, to follow accurately every contour, reaching into every groove or crevice. When the protruding strips become worn, further abrasive can be quickly released from the internal store.

In the range of power units, BROOK MOTORS, LTD., are featuring several new introductions. Over the past two or three years this firm have been engaged in entirely re-designing their electrical products, such as alternating current motors and control gear, with a view to meeting the increased economic pressure from the Continent.

For some time they have made a motor suitable for the American and Canadian markets with metric bearings and American threads and dimensions, and have now extended this type of protected motor to incorporate a range suitable as far as dimensions and outputs are concerned, to the British Standard Institution's draft specification C.N. (ELE) 6814, with the exception that they are protected instead of being totally enclosed fan cooled.

Additional types of fractional h.p. motors are being shown on their stand at Birmingham, in three sizes from frame dimensions based on the American N.E.M.A. frames. These give alternative horse-power outputs of 0.125, 0.25 and 0.75 h.p., single phase, and approximately double in the three-phase ratings.

...at a keen price

For cold press veneering, BAKELITE Cement G.10959 brings speed, simplicity and economy. No weighing or mixing is necessary: cement and accelerator are applied separately, thus avoiding the waste which may occur with pre-mixed adhesives. Press time is very short and panels, drawer fronts, robe doors, etc., can be veneered in quantity, with the assurance of a strong bond, unaffected by moisture, heat or fungi.

There is a BAKELITE Cement for every kind of bond in the industry. Please write for technical information and prices.

BAKELITE
TRADE MARK
Urea Cements

BAKELITE LIMITED · 12-18 GROSVENOR GARDENS · LONDON · SW1 · TELEPHONE SLOane 0898

RM LIMITED

UPHOLSTERERS' WAREHOUSEMEN

'REXINE' & 'VYNIDE' BRAND LEATHERCLOTH
MOQUETTES · TAPESTRIES · PLATFORM LINING
COTTON AND JUTE WADDING · SPRING
INTERIORS · SUNDRIES · VITAFOAM LATEX
CUSHIONS · HESSIAN

R. MOULD LTD.

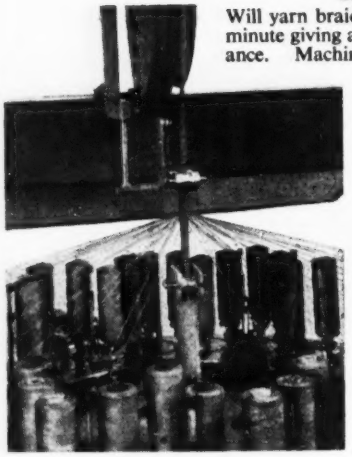
NOTE NEW ADDRESS

291, RADFORD ROAD, NOTTINGHAM. Telephone: Nottingham 79261-2

BRAIDING MACHINERY SERVES YOUR INDUSTRY, TOO!

CLOSE-UP OF CARTER'S HIGH-SPEED UPHOLSTERY TENSION SPRING BRAIDING MACHINE

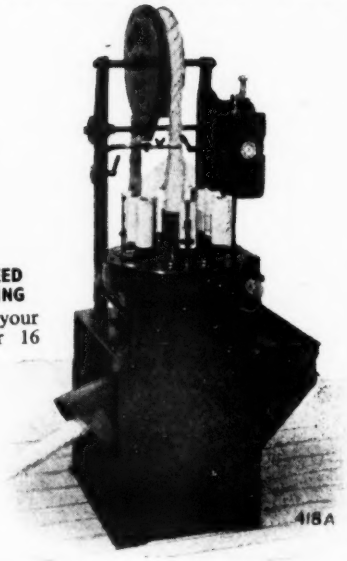
Will yarn braid an 18 in. long spring in one minute giving a perfect cover of neat appearance. Machine arranged with 48 Patent "Speedway" Carriers and supplied complete with electric motor drive or as a bench mounting model with pulley drive.



CARTER'S IMPROVED HIGH-SPEED BRAIDING MACHINE FOR FLUTING

Provides a superior finish to your fluting. Arranged with 8 or 16 "Speedway" Carriers and electric motor drive.

Send for particulars of both machines, they have been designed with *your* requirements in mind.

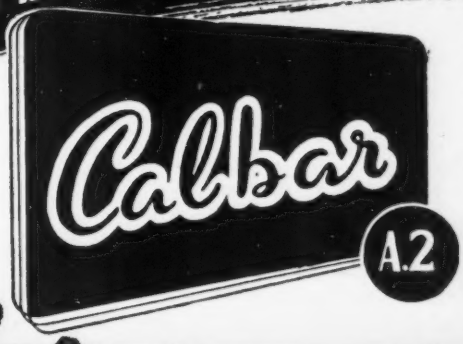


B. & F. CARTER & CO. LTD. BOLTON, E.5, ENGLAND · THE BIGGEST NAME IN BRAIDERS

Telephone: BOLTON 4344 (3 lines)

STICKABILITY!!

THE OTHER WORD FOR Bardens INDUSTRIAL GLUES



- QUICK SETTING
- SHORT PRESSING TIME
- HIGHLY WATER RESISTANT
- NO BRITTLE BOND
- COLD LIQUID SKIN GLUE

Bardens (BURY) LIMITED

HOLLINS VALE WORKS
G.P.O BOX 1 BURY LANCS. ENG.

TELEPHONE WHITEFIELD 2804-5

GREENGATE WOODTURNING Co. (1940) Ltd.

SPECIALISTS IN WOOD TURNINGS

Our modern and extensive plant is specially equipped for quantity production of first-class wood turnings of all descriptions.

★ **BULBOUS TURNINGS A SPECIALITY** ★

Dining Table Legs: Twist Legs:
Chair Legs: Stool Legs:
Sideboard and Occasional Table Legs:

Your enquiries for any type of wood turnings will receive our prompt and courteous attention

River Mill, Park Road, DUKINFIELD, Cheshire

TELEPHONE: ASHTON - UNDER - LYNE 2624

SILVERSTON

Veneering Company Ltd.

Veneering Contractors

Specialities—
SHIP PANELLING
SHOP & OFFICE PANELS

Always in Stock—
VENEERS OF ALL DESCRIPTIONS

6-8 COLLEGE STREET SOUTH, LIVERPOOL, 6. *Telephone:* ANFIELD 1962

STOCKROOMS 4 CARVER ST.

TIMBER
PLYWOOD
WALLBOARDS

ask
N·GERVER
to quote

2-10 MARE STREET
HACKNEY·LONDON·E.8

PHONES AMHERST 1131 (2 lines)
5805 (5 lines)

Veneered, Embossed, Plain and Carved

MOULDINGS

J. BEBB LIMITED

109, HACKNEY ROAD, LONDON, E.2

Telephone: SHO 5671

S. SILVERMAN

TIMBER · PLYWOOD AND HARDBOARD

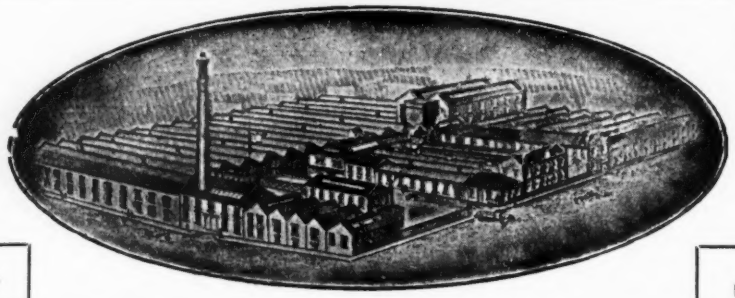
LARGE STOCKS ALWAYS AVAILABLE

215-219 BRICK LANE · BETHNAL GREEN · E.2

Telephone: BISHOPSGATE 0808 (3 lines)

WASHED RAG FLOCKS

. . .



Certified to conform to the requirements for cleanliness laid down in B.S.1425

Telegrams: "WILMAN BROS. DEWSBURY"

Telephone: Nos. 143 & 248

MEADOW MILLS **WILMAN BROS. LTD.** DEWSBURY

WILLIAM ORR

SPRING INTERIOR

PADDINGS

INTERLACED FIBRE
CURLED HAIR
LOOSE FIBRES
HAIR PADDINGS

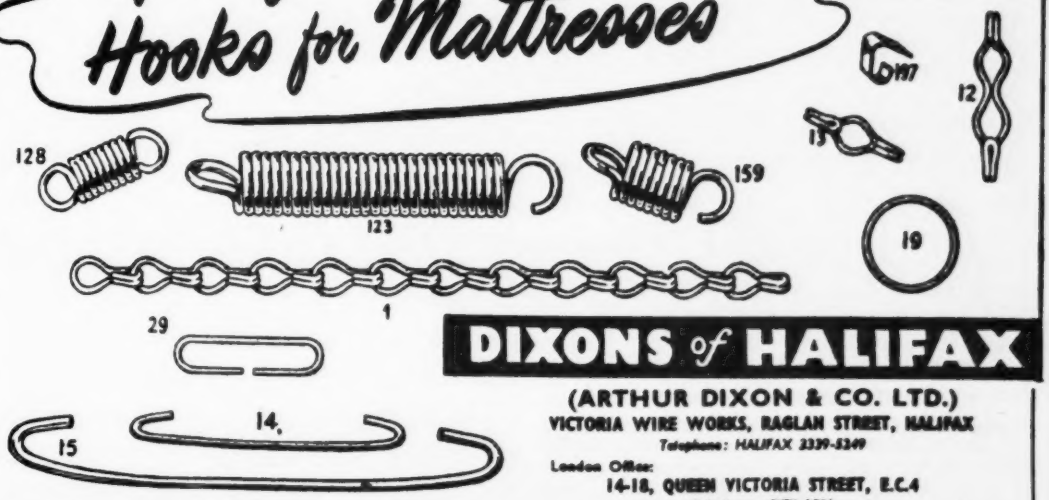
THESE COMMODITIES ARE MANUFACTURED TO CONFORM TO THE CLEANLINESS STANDARDS PRESCRIBED BY THE B.S.I.

B S 1425

WILLIAM ORR (HAIR) LTD

BALDWIN TERRACE - WHARF ROAD
LONDON, N.1
TELEPHONE AND TELEGRAMS: CANONBURY 4224-8

Springs, Chain and Hooks for Mattresses



DIXONS of HALIFAX

(ARTHUR DIXON & CO. LTD.)
VICTORIA WIRE WORKS, RAGLAN STREET, HALIFAX
Telephone: HALIFAX 2339-2349
London Office:
14-18, QUEEN VICTORIA STREET, E.C.4
Telephone: CITY 2521

AUTOMATIC
Woodturning
COMPANY LIMITED

KNOWLES STREET · MILLFIELD ROAD · WIDNES · LANCASHIRE Phone: WIDNES 2871

SEND FOR OUR PRICE LIST • TURNED & TWISTED LEGS • KEEN QUOTATIONS TO THE FURNITURE TRADE

Kershaw's "PROVENIZED" FIBRE

AND FIBRE PADDING

H. E. KERSHAW, LTD.
(Established 1885)
LICENSED PROCESSORS OF FIBRE BY THE B.S.I.

Head Office:

Fibre and Padding:
551, OLD FORD RD., BOW, E.3
Telephone: ADVance 4241

Flocks, wood wool & all upholsterers' sundries:
8, GREAT EASTERN ST., LONDON, E.C.2
Telephone: BIShopsgate 3456

Veneers
OF QUALITY
in Walnut, Oak, Mahogany and various Decorative Veneers
CENTRAL VENEER Co. Ltd.
178, Albion Road, Stoke Newington, London, N.16
Telephone: Clissold 3347, 4179

QUICK DELIVERIES OF
VENEERED PANELS
Reliable Craftsmanship
MYER GORWITS
ELMWOOD PLACE · CAMP ROAD
LEEDS 7
Phone: 22047

CLASSIFIED ADVERTISEMENTS

"Situations Vacant" and "Wanted" and "Representatives Wanted"—2/- a line.
(15% Discount for three or more consecutive insertions.)

All other Headings—2/6 a line, approximately six words. Box Number Advertisements—address counting as one line plus forwarding charge of 1/-. Display panels 30/- per inch, 25/- per ½ inch. Address: 180 Fleet Street, E.C.4. 'Phone: CHAncery 8844.

SITUATIONS VACANT

THE ENGAGEMENT OF PERSONS ANSWERING THESE ADVERTISEMENTS MUST BE MADE THROUGH A LOCAL OFFICE OF THE MINISTRY OF LABOUR OR A SCHEDULED EMPLOYMENT AGENCY IF THE APPLICANT IS A MAN AGED 18-64 INCLUSIVE OR A WOMAN AGED 15-59 INCLUSIVE UNLESS HE OR SHE, OR THE EMPLOYMENT IS EXCEPTED FROM THE PROVISIONS OF THE NOTIFICATION OF VACANCIES ORDER, 1952.

CARPET CUTTER required; must be fully experienced and used to high-class work; excellent canteen; discount on store purchases.—Write or call Personnel Controller, Bentalls of Kingston.

DESPATCH MANAGER and Despatch Clerk required by Bedstead and Spring Mattress Manufacturers in East London. Applicants should state experience, age and salary required.—Box No. 8620 Furnishing World 180 Fleet St. E.C.4.

DESIGNER-DRAUGHTSMAN. Top-grade man with flair for design and whose experience can command a high salary required by B. & I. Nathan, Ltd., Dining Room Furniture Manufacturers, Angel Road, Edmonton, N.18.

DRAUGHTSMAN required for dining-room furniture; must be fully experienced in detailing and layout for mass production. —Apply B. & I. Nathan, Ltd., Angel Road, Edmonton, N.18.

FIRST SALES CABINETS required. Must be fully experienced. Apply Sheard Binnington & Co., Ltd., High Street, Doncaster.

IMPORTANT firm of Northern (Man-chester area) Furniture Manufacturers require first-class Sales Manager capable of organising and controlling sales staff; good salary and prospects to man of experience and ability.—Box No. 262, c/o Geo. Murray (Advt.), Ltd., Brettenham House, Lancaster Place, London, W.C.2.

UPHOLSTERER required for high-class repair workshops.—Apply Ward & Medley, Ltd., Woodside Road, Amersham, Bucks.

REPRESENTATIVES WANTED

J. C. LANE (Furniture Manufacturers), Ltd., of High Wycombe require first-class Representatives for the following districts: (a) East Coast; and (b) South-East area.

M. MORRIS Cabinet Makers, Waterden Road, London, E.15, require active well-known Representative for Yorkshire; must be car owner and live in area; used to big turnover.—Write to Alec Morris, giving full details of experience in confidence.

OLD-ESTABLISHED furniture manufac-turers producing contemporary dining-room suites at competitive prices requires two full-time representatives, one for London and one for the Midlands; only men with established connections please. —Apply Box No. 8650 Furnishing World 180 Fleet St. E.C.4.

OLD-ESTABLISHED Manufacturer requires Representatives for competitive lines on commission basis. Wood bedstead and spring mattresses. Areas: London, North of Thames, Hertfordshire, East Coast.—Box No. 8542 Furnishing World 180 Fleet St. E.C.4.

BLUESTONE & ELVIN LTD.

HAVE VACANCY FOR FULL-TIME REPRESENTATIVE TO COVER SOUTH LONDON. CAR ESSENTIAL. WRITE GIVING FULL PARTICULARS TO—SALES MANAGER, BLUESTONE & ELVIN, LTD., BLACKHORSE LANE, WALTHAMSTOW, E.17.

WOODLAND FURNITURE (LONDON) LTD.

REPRESENTATIVES REQUIRED FOR: (a) EASTERN COUNTIES; (b) SOUTH COAST; TO CARRY SUPERIOR MEDIUM - GRADE WALNUT BEDROOM SUITES. MUST BE FIRST-CLASS MEN WITH ESTABLISHED CONNECTIONS. APPLY — SALES MANAGER, WOODLAND FURNITURE (LONDON), LIMITED, ARLINGTON AVENUE, LONDON, N.1.

REPRESENTATIVES WANTED

REPRESENTATIVES for: (1) Lancashire and Cheshire; (2) Yorkshire; (3) South Wales and West Coast; (4) London and Suburbs, required with established connections amongst first-class furnishers by an old-established London firm manufacturing tax-free China Cabinets. Write in confidence to—Box No. 8633 Furnishing World 180 Fleet St E.C.4.

S. GRANT (FURNITURE) LTD

CONTINUING THEIR SALES REORGANISATION NOW INVITE APPLICATIONS FOR

SOLE REPRESENTATION

IN THE WHOLE OF THE LONDON AREA.

FULLEST DETAILS, WHICH WILL BE TREATED IN STRICT CONFIDENCE, TO THE MANAGING DIRECTOR,

S. GRANT (FURNITURE) LTD
HARROW ROAD, LEYTONSTONE, LONDON, E.11

MILWOOD FURNITURE WORKS

WEST COUNTRY AREA

REPRESENTATIVE REQUIRED FOR WILTSHIRE, DORSET, SOMERSET, DEVON AND CORNWALL. MUST BE CAR OWNER AND RESIDENT ON GROUND. APPLY IN WRITING TO: SALES DIRECTOR, MILWOOD FURNITURE WORKS, BEACHY ROAD, E.3.

REPRESENTATIVES

FOR SOUTH COAST AND EASTERN COUNTIES WANTED BY MANUFACTURERS OF THE LARGEST RANGE OF COMPETITIVE KITCHEN FURNITURE. MUST HAVE ESTABLISHED CONNECTIONS. CAR OWNERS. FULL DETAILS OF PAST EXPERIENCE TO SALES MANAGER,

BEATALL FURNITURE LTD.,
PENHALL ROAD, CHARLTON, LONDON, S.E.7.

CLASSIFIED ADVERTISEMENTS CONTINUED ON PAGE 82

CLASSIFIED ADVERTISEMENTS CONTINUED FROM PAGE 81

REPRESENTATIVES WANTED

PROGRESSIVE Yorkshire firm requires representatives in Yorkshire and Lancashire for extremely competitive medium and high grade upholstery; must have sound connection; every support assured; high commission to energetic applicant. Write in confidence to Box No. 8645 Furnishing World 180 Fleet St. E.C.4.

PROGRESSIVE Yorkshire Occasional Furniture Manufacturer requires a representative to carry a complete new range of guaranteed occasional furniture in the Midland area.—Box No. 8649 Furnishing World 180 Fleet St. E.C.4.

LAKIN BROS., LTD., will shortly require full-time representatives for (a) South and Mid Wales and Potteries, and (b) Eastern Counties; remuneration by salary and expenses, plus bonus for good results; excellent existing connection on both grounds. Applicants must possess good knowledge of hearth furniture, and also upholstery and small cabinet goods. State full experience, age, minimum salary required and if car owner.—Labro Works, Whitehead Road, Birmingham, 6.

REPRESENTATIVES required by manufacturers of highest grade Oak Dining Sets. Must have entry to highest grade houses. Areas: (1) London; (2) Midlands; (3) Northumberland. Apply—Box No. 8635 Furnishing World 180 Fleet St. E.C.4.

REPRESENTATIVE required for Midlands by High Wycombe manufacturer of firesides, three-piece suites and dining chairs, on commission basis.—Box. No. 8644 Furnishing World 180 Fleet St. E.C.4.

REPRESENTATIVES required to carry range of medium and low-priced fireside chairs as an additional line in Midlands, London and Wales; excellent support and generous commission to the right men.—Box No. 8623 Furnishing World 180 Fleet St. E.C.4.

REPRESENTATIVE required on commission by medium/good-class manufacturers of upholstery; must have first-class connections; areas: Midlands, Scotland, N.E. Coast, Yorkshire, Potteries and Cheshire.—Box No. 8651 Furnishing World 180 Fleet St. E.C.4.

W. H. HEALEY, LTD., High Wycombe, require first-class representatives for the following areas: (1) Lancashire, Yorkshire to the Scotch border; (2) Midlands; (3) East Coast; (4) South Wales and West Country; (5) Kent, Surrey and Sussex; generous commission; other lines can be carried.

VONO, LTD., require the services of a fully-qualified Representative for the territory of Kent and East Sussex. Applicants should be car owners and resident on the territory. Send fullest details marked for the attention of the General Sales Manager, Vono, Ltd., Dudley Port, Tipton, Staffs.

FINANCE

TO HIRE PURCHASE Traders.—Finance facilities available.—Box No. 8641 Furnishing World 180 Fleet St. E.C.4.

AGENTS WANTED

UPHOLSTERER'S Warehousemen require Agents to carry their fabrics in the following areas: West of England and Wales, Midlands, North of England and Scotland; must be well introduced to the upholstery trade and carrying supporting lines for preference.—Box No. 8642 Furnishing World 180 Fleet St. E.C.4.

AGENTS REQUIRED IN ALL LARGE TOWNS FOR HIGH-CLASS COMPETITIVE LINES OF TUBULAR FURNITURE. AGENTS ARE PREFERRED WITH SHOWROOMS AND WITH ESTABLISHED CONNECTIONS IN CANTEEN AND PUBLIC HALL BUSINESS.—APPLY REDRO, LTD., GROVEHILL, BEVERLEY, E. YORKS.

AGENCY WANTED

GENTLEMAN with extensive connections in furnishing piece goods throughout British Isles offers services as agent or traveller. Box No. 8647 Furnishing World 180 Fleet St. E.C.4.

HOTEL ACCOMMODATION

DOUGLAS, Isle of Man.—Hotel Metropole: Sea front. Tel. 2381. Relaxing holiday for the businessman; fully licensed; resident orchestra; ballroom; room service; 'phones all rooms; mid-week bookings also arranged; moderate tariff; special June rates; brochure.—I. Barker.

BUSINESSES FOR SALE

DORSET COAST.—Furniture Business for sale in busy town; excellent premises with flat over; freehold and goodwill £8,000.—Further details Box No. 8646 Furnishing World 180 Fleet St. E.C.4.

DERBY.—Main road position, near town centre. Valuable Freehold Shop Premises with stock room and modernised living accommodation together with old-established family furniture business; 30 ft. frontage; certified accounts; £5,000 plus S.A.V., or would be let on long lease.—Ashley Adams, Sadlergate, Derby.

STOCKS FOR SALE

TARPAULINS. New and reconditioned types, all sizes, immediate delivery. DUST SHEETS. New heavy twill, 12 ft. x 6 ft., 24s.; 12 ft. x 9 ft., 36s.; other sizes pro rata prices. Write for our lists of sizes and grades.—Hill, 2 Catherine Road, Romford. 'Phone: 4453/8825.

STOCKS FOR SALE

PLYWOOD OFFCUTS. Large quantities for sale, very cheap, mainly 4 mm. to 6 mm.—Can be inspected at Leaderflush, Ltd., Trowell, Nottingham.

APPROXIMATELY 50 tons each, Agba, Abura and Ramin, solid logs F.A.Q. and better; landed in London, can be sawn to any thickness; kilning facilities available.—Enquiries Box No. 8648 Furnishing World 180 Fleet St. E.C.4.

STOCKS WANTED

WANTED URGENTLY: carpet offcuts, remnants, or reject body carpet.—Bogan, 23 Draycott Street, Liverpool, 8.

TENDERS INVITED

STAFFORDSHIRE COUNTY COUNCIL EDUCATION COMMITTEE

Tenders are invited for the supply of:—
1. DOMESTIC FURNITURE AND FURNISHINGS,
2. LINEN AND BLANKETS,
3. CROCKERY,
4. CUTLERY,
5. KITCHEN UTENSILS,
6. CLASSROOM FURNITURE AND EQUIPMENT,

to the following establishments:—
(a) Needwood Special School,
(b) Boys' Boarding House for Lichfield Grammar School,
(c) Girls' Boarding House for Lichfield, The Friary School.

Further particulars and Forms of Tender may be obtained from the Director of Education, Requisitions Dept., County Education Offices, Stafford. The lowest or any tender will not necessarily be ac epted. Completed tenders in plain sealed envelopes must be received by noon on Saturday, 30th May, 1953.

T. H. EVANS,
Clerk of the County Council.

COUNTY COUNCIL OF ESSEX
South-West Essex Technical College, Walthamstow, E.17.
Renewal of Rubber Floor Covering.

The Education Committee of the County Council of Essex invites Specialist Contractors who are willing to tender for the above work to submit their names and give full details.

The approximate value of the contract will be £4,325 and the total area of the floors involved is 1,885 yds. super.

From the names submitted, a panel of Contractors will be chosen, who will subsequently be provided with specifications.

Applications should be sent to reach the undersigned not later than Saturday, 9th May, 1953.

H. CONOLLY, F.R.I.B.A.,
County Architect.

County Hall,
Chelmsford.
April, 1953.

CLASSIFIED ADVERTISEMENTS CONTINUED ON PAGE 83

CLASSIFIED ADVERTISEMENTS CONTINUED FROM PAGE 82

FOR SALE

DUST SHEETS

BRAND New Unbleached Heavy Cotton and also Twill. Sizes 12 ft. x 6 ft. and 12 ft. x 9 ft. Also Tarpaulins, Brand New, 1st Quality Jute, Size 18 ft. x 12 ft. All for immediate delivery.—S. Alter, 19 Oakley Avenue, Ealing, W.5. 'Phone: ACO 1788.

MODERN pianos by leading makers, renovated as new; competitive wholesale prices; send for lists.—Ingram Pianos, 72-74 Chapeltown Road, Leeds. Tel.: Leeds 43021.

RECONDITIONED ex-Army huts and manufactured buildings; timber, asbestos, Nissen type, hall type, etc.; all sizes and prices.—Write, call or telephone: Universal Supplies (Belvedere), Ltd., Dept. 46 Crabtree Manorway, Belvedere, Kent. Tel.: ERIth 2948.

FORK LIFT TRUCK for immediate sale; 2-ton, 9-ft. lift, completely overhauled by makers.—Full particulars from Leaderflush, Ltd., Trowell, Nottingham.

PLASTIC SHEETING, plain or embossed. Piping, Strapping, Suedeen, Lining, Binding Accessories, etc. Leathercloth, Textile Piece Goods, Large Remnants, Stock Lots and Special Bargains. Callers and enquiries invited. — D. Myer, 58 Gt. Marlborough Street, W.1. Tel.: Gerrard 3391.

330kVa BROWETT-LINDLEY STEAM GENERATING SET. 170 lb. p.s.i.; 375 r.p.m.; Alternator wound for 3,300/3/50; complete with auxiliaries. Price £650.—F. Burrill & Co., 109 Pencisely Road, Llandaff, Cardiff. Tel.: Llandaff 95.

HIDE, first-quality, brown grained. If you have that small job I can supply you cut to measure at 4s. 4d. sq. ft.—F. Jones, 60 Station Road, Llanrwst, Denbigh. Sample sent.

TRADE MARKS

TRADE MARKS, BRAND NAMES AND DESIGNS

THE TRADE MARKS REGISTRATION AGENCY (J. A. T. Caton & Son)
Monument Station Buildings, London, E.C.4
Telephone- Mansion House 4443

MACHINERY FOR SALE

SCHUBERT GLUE SPREADER for sale; 2 steel serrated rolls 12 in. long x 6⅜ in. dia.; fitted glue duct; motorised 400/440/3/50.—F. J. Edwards, Ltd., 359 Euston Road, London. EUSton 4681.

WHITE TRIPLE DRUM SANDER, 42 in. Model—BDA type unused. Offers wanted. Box No. 8625 Furnishing World 180 Fleet St. E.C.4.

SERVICES AND SUPPLIES

SPRING CUSHIONS.—Any shape or size made to your requirements in your own material or our velveteen. Manufacturers to the trade. Enquiries invited.—Northern Cushion Co., 17 Newmarket Street, Colne, Lancs. Tel.: Colne 441.

"QUILTABILITY"
WESTERN EMBROIDERIES
17 Dawes Road, Fulham, London, S.W.6.
TRADE QUILTERS WITH A REPUTATION
FULham 1872

"POMPADORE"
QUILTING SERVICE
Please send for designs and prices. Individual designs quoted for
BEDSPREADS, CURTAINS, ETC.,
Speedily made up for the trade by our trained experts, at highly
COMPETITIVE PRICES
81a SHIRLEY STREET, HOVE, SUSSEX.
Telephone: Hove 39861.

SERVICES & SUPPLIES

MASSEELEY showcard outfit, suitable for furnishing trades, complete types, cards, etc., cheap.—Box No. 7828 Furnishing World 180 Fleet St. E.C.4.

ROSE LEA, 21 Queensbridge Road, Hackney, E.2. Telephone: SHOreditch 8732; chairframes and three-piece suites a speciality, good quality guaranteed; prompt delivery.

LOUIS MOREAU (THE QUILTERS), 641 HIGH ROAD, N.17. TOTTENHAM 1337. QUILTING ALL STYLES; DOWN-QUILTS RE-COVERED.

SPEAKS FOR ITSELF . . .
"Please supply two sets, Small size, exactly as supplied to our first order in Dec. last . . ."
(From St. Helier, Jersey)
***Send** your letterheading in unsealed envelope for free samples of changeable price tickets and Hire Purchase showcards.*
CAMDEN PRICE TICKETS
48 WESTBOURNE GARDENS, HOVE 3, SUSSEX

The Specialists For
HAIR CARPETING
DAVID A. CADENHEAD & SON
100, 122, 126 & 132 Camberwell Road, London, S.E.5.
Tel.: RODney 5751/4.
"CORD" IALLY YOURS

SEE PAGES 81 & 82 FOR FURTHER CLASSIFIED ADVERTISEMENTS

DINING CHAIRS
RUSSELL & CO. (FURNITURE)
253 WOOD STREET, WALTHAMSTOW, E.17 *KEYstone 4444*

INDEX to ADVERTISERS

A.V.P. Industries, Ltd. 57
Amswych Co., Ltd. 26
Arlington Plastics Development, Ltd. 44
Ashmele Bros., Ltd. 35
Automatic Woodturning Co., Ltd. 80

Bakelite, Ltd. 75
Baker Dulley & Co., Ltd. ... 32
Baldock, H., & Sons, Ltd. ... 30
Bamford Spring Interiors, Ltd. ..... Cover i
Bardens (Bury), Ltd. 77
Baum & Sons, Ltd. 4
Bebb, J., Ltd. 78
"Best Wear" Upholstery ... 26
Betafeld Textile Co., Ltd. ... 34
Blackwood, Morton & Sons, Ltd. ..... Cover ii
Blower Bros. 38
British Electrical Dev. Assn. 31
British Hotel Equipment Co., Ltd. 36
Brown, E. M. F. (Quality Town), Ltd. 26
Bruce Bros. (Bedding), Ltd. 5
Burgess Bedding 63

Carter, B. & F., Ltd. 76
Castle, J. S., & Sons, Ltd. 38
Central Veneer Co., Ltd. ... 80
Charkham Morris, Ltd. Cover iii
Conways (Upholstery), Ltd. 36
Cotton, John (Jute), Ltd. ... 13
Crown Spring Co. 71
Cumberland Curled Hair Mfg. Co., Ltd. 28

Davis, W., Ltd. 2
Dixon, Arthur, & Co., Ltd. 79
Doherty, Edward, & Sons, Ltd. 34
Duresta Upholstery, Ltd. ... 24

Ellis, J. T., & Co., Ltd. ... 2
Epstein, E. & H., Ltd. 29

Express Motor & Body Works, Ltd. 22
Express Veneering Co., Ltd. 36

Falkland Mfg. Co., Ltd. ... 24
Fitter Bros. 29
Footman Bower & Co., Ltd. 34
Foster, T. W., Ltd. 34
Fraser, H. S., Ltd. 16
Furnishing Trades Benevolent Association 21
Furniture Industries, Ltd. ... 9

Gerver, N. 78
Gilbert, D. M., & Co., Ltd. 25
Goodchild, D., & Sons ... 28
Goodearl, Benjamin, & Sons, Ltd. 24
Gorwits, Myer, Ltd. 80
Greengate Woodturning (1940), Ltd. 77
Groome, Wm., Ltd. 71

Hadfield, J., & Son (Carpets), Ltd. 39
Hale, R., & Sons, Ltd. 28
Halvan, Ltd. 14
Harrison & Jones, Ltd. 68
Hawkins Bros. (B'ham), Ltd. 16
Hill Bros. (Service), Ltd. ... 22
Holmes, Fred, & Sons (Bradford), Ltd. 36
Hubbersgilt, A., Ltd. 43
Hutchinson & Edmonds, Ltd. 14

Industrial & Scientific Photo Service, Ltd. 18

Jaywood Furniture Products, Ltd. 38

Kahn, E., & Co., Ltd. 68
Kaplin, S., & Son (Upholsterers), Ltd. 23
Keen, W. 39
Kennett Price Markers, Ltd. 22
Kent & Co. (Smith), Ltd. ... 32
Kershaw, H. E., Ltd. 80
Kinburn Mfg. Co., Ltd. 46

Lebus, Harris, Ltd. 66
Legg, Robert, Ltd. 70
Lusty, W., & Sons, Ltd. 20
Luxury Upholstery, Ltd. ... 48

Matthews, S., & Sons, Ltd. 33
Marshall, F. H., & Co., Ltd. 3
Mealing Bros., Ltd. 38
Mealing, T. W., & Son 40
Mersey Bedding Co. 7
Millbourn, V. M., & Son, Ltd. 33
Mills Equipment Co., Ltd. ... 32
Moorhouse, E. (Apex), Ltd. 8
Moorhouse, J. H. (Woolvo), Ltd. 28
Morris, Wilkinson & Co. (N'ham), Ltd. ..... Cover iv
Morton Sundour Fabrics, Ltd. 42
Mould, R., Ltd. 76
Multi Spring, Ltd. 40

New Oak Furniture, Ltd. ... 30
Nicholson, Thos., & Sons, Ltd. 11
Northern Feather Works Co. 15
No Sag Spring Co. (Gt. Britain), Ltd. 12

O'Hanlon, Wm., & Co., Ltd. 46
Orr, Wm. (Hair), Ltd. 79

Perry & Sons (Overmantel), Ltd. 10
Pickard, W., & Co., Ltd. ... 84
Pitman, Sir Isaac, & Son ... 34
Plastahide (Coverings), Ltd. 4
Poulton & Nicholson, Ltd. ... 64
Price, W. Howard, Ltd. 49
Purvis, John (Blyth), Ltd. ... 36

Rhodes, John, & Son, Ltd. ... 36
Riched Co., Ltd. 38
Rose, Philip, Ltd. 38
Rose, Salisbury & Co., Ltd. 38

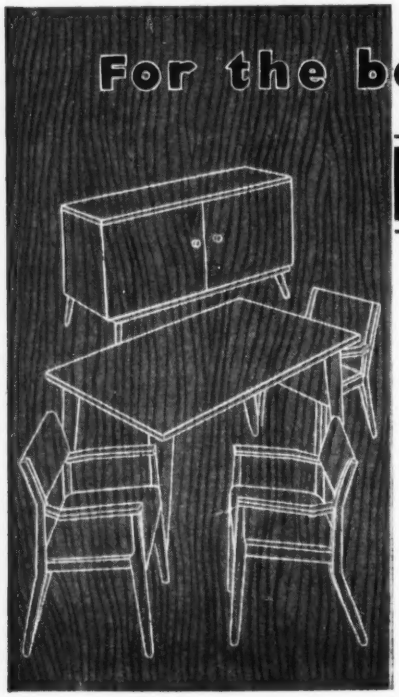
Sayer, A. M., & Co. 6
Scott, A. (Duride), Ltd. 34
Scrivener, R. G. & J. 30
Sellars & Parkes, Ltd. 32
Semple & Co., Ltd. 44
Shelton, Ltd. 36
Sherr, J. & M., Ltd. 30
Shrager Bros. 1
Siddall & Hilton, Ltd. 27
Silverman, S. 78
Silverston Veneering Co. 78
Sklan (Heirloom Furn.), Ltd. 47
Slumberland, Ltd. 19
Stag Cabinet Co., Ltd. 12
Stamford Trading Co., Ltd. 69
Standard Upholstery Co. ... 8
Stockwell & Bax, Ltd. 6
Stonehill Furniture, Ltd. ... 41
Story (Fabrics), Ltd. 67
Sunresta Bedding 65
Superior Chair Co. 38

Tankard, J. L., & Co., Ltd. 45
Tinsley Wire Industries, Ltd. 23

Vitafoam, Ltd. 20
Vono, Ltd. 17

Wholesale Textile Assn. 10
Wilcox, O., Ltd. 27
Wilman Bros. 78
Wood Bros. 18

For the better finish...



W. PICKARD & CO. LTD.

CELLULOSE LACQUERS AND SEALERS
PULLOVER SHADING COLOURS
CELLULOSE AND SPIRIT ENAMELS
FILLERS, STAINS AND FILLER STAINS

SHEFFIELD
SAXON WORKS
RUTLAND ROAD
SHEFFIELD 3
Telephone: 21284

HIGH WYCOMBE
19 RICHARDSON ST
HIGH WYCOMBE
BUCKS
Telephone: High Wycombe 347

Write for current price list

ALL THAT IS REQUIRED FOR THE FINISH

Published by the Proprietors, Trade Chronicles, Ltd., at their Offices at 180, Fleet Street, E.C.4. Telephone: Chancery 8844.
Printed by Samuel Temple & Co., Ltd., 271b, King Street, Hammersmith, W.6.

Sleepsounda Bedding

The **'ROYAL'** *Divan Set*

The "ROYAL" Divan Set illustrated above with its cane-edged divan and luxuriously upholstered spring interior mattress, is only one item from our comprehensive range of SLEEPSOUNDA BEDDING.

B S
1877

MORRIS CHARKHAM LTD.

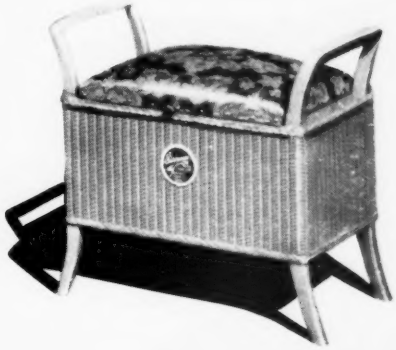
FALCON WORKS · 30 YORK ROAD . BATTERSEA · LONDON, S.W.11

Telephone: BATtersea 2027 6688 Established 1894

FOR REAL *Craftsmanship* AND BETTER DESIGN

WOVEN FIBRE FURNITURE

Beautifully made . . . strong . . . perfectly finished . . . SIRROM is your surest selling line in Woven Furniture. Each piece carries unconditional guarantee . . . each design has just that little extra "something" the public wants.



CHAIR S.L. 2109 Q.D.

A handsome new "Loom" Chair with Loose Sprung Cushion Upholstered Quilted Damask.

DRESSING STOOL S.L. 3209 Q.D.

A fitting partner to the Chair, also upholstered Quilted Damask. Lift up Lid.

Catalogue and Price List from

MORRIS, WILKINSON & CO. (NOTTINGHAM) LTD.

Victoria Works, Basford, NOTTINGHAM
& High Street, Lurgan, N. Ireland

M136A